

At a Glance

- **Industry:** All Sectors
- **Application:** Event Sponsorship
- **Timeline:** Two Days
- **Results:** A high-level report comparing company with industry, identifying positives, improvement areas and potential savings.
- **Price:** £1,200 plus VAT, excluding expenses

Event Sponsorship Health Check



Health Check Overview

Event Sponsorship seeks to establish a deeper association and recognition of the company brand, that is to say, it is a form of advertising in which an organisation provides funds for something such as a television program or sporting event in return for exposure to a specific target audience. Considerable funds are often placed into these activities and it is critical that it is done right and that any promotional activity gives you your desired goals and return on investment and to determine whether current plans meet the objectives of the business.

OPS Logistics Consultancy Ltd (OPS) will provide an experienced consultant to review your company's sponsorship activities, including the following:

- Pressing sponsorship challenges to your business
- Packaging and sales strategies
- Current assets are the right sponsorship opportunities
- How properties are integrated into the business
- Review measurement metrics

At the end of the Health Check, a high-level report will be produced covering:

- Executive Summary
- List of source information
- List of assumptions and risks
- Overview of current sponsorship methodologies
- Comparison against industrial standards
- Best-in-Class sponsorship practices
- Areas for improvement
- Alternative methodologies
- Potential savings

Health Check Benefits

With the help of our expertise, we will be able to advise on a structured approach to sponsorship with an insight into new methodology and marketing enablers that will drive better results on return on investment. The information provided will enable management to make intelligent and informed decisions on the way forward.

Prerequisites of Health Check

In order to provide a meaningful report within such a confined period of time (Two days), there are a number of things the customer will need to provide before the start of the engagement:

- Executive summary of business goals
- Current marketing structure and marketing plan
- Current sponsorship activities
- Message to key stakeholders concerning review to enable buy-in
- List of key stakeholders and contact details

Price

A fixed cost of £1,200, excluding VAT and expenses. This provides for no hidden surprises.

Further Information

Please contact us:

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