

November '25

Case Study

Sponsorship Evaluation Tool Implementation

Note: Disguised Brand Case Study



Developing an evaluation tool for a global CPG leader

Situation

- The company manages hundreds of sponsorships globally, but historically investment decisions were often based on intuition or surface-level metrics, leading to suboptimal spending and uncertainty around ROI.
- The company lacked a standardized, data-driven approach to estimate partnership impact, making it difficult to answer key questions like: Which deals should we sign, renew, or exit? How much should we spend?

Task

- We were tasked with developing a scalable, quantitative framework to systematically assess sponsorship opportunities across different regions, business objectives, and consumer interest areas (e.g. music vs sports).
- The goal was to create a tool that delivers clear, executive-ready insights to justify sponsorship investments, optimize deal structures, and improve decision-making; at its core the tool needed to establish a data-driven way to determine which opportunities to say 'yes' to, and which to say 'no' to.

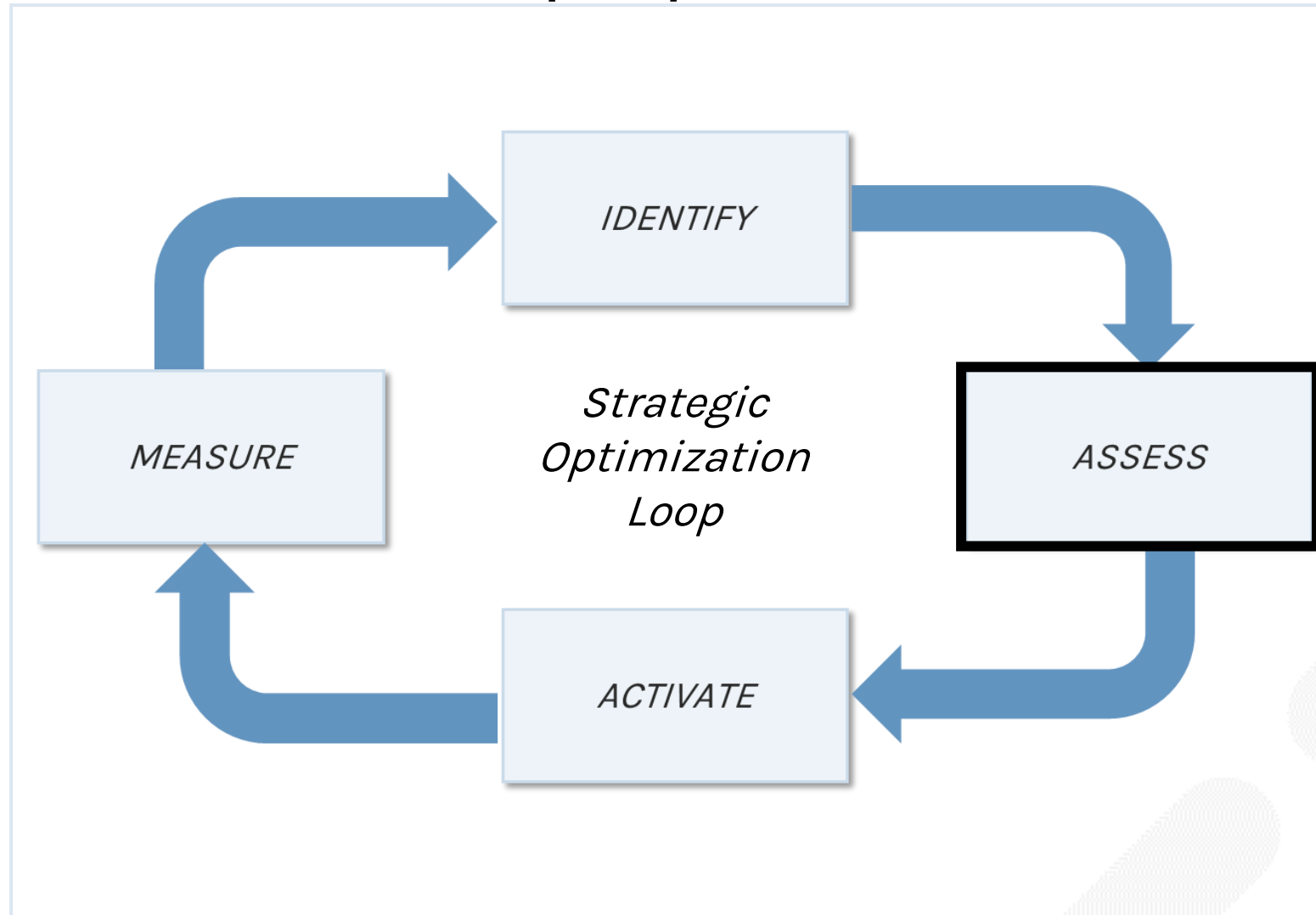
Action

- Built a custom sponsorship evaluation framework aligned with their business objectives.
- Integrated multiple data sources, including brand tracking, social media, panel studies, etc.
- Developed an interactive dashboard providing: At-a-glance sponsorship attractiveness ratings, benchmark comparisons, and fee recommendations for contract negotiations

Result

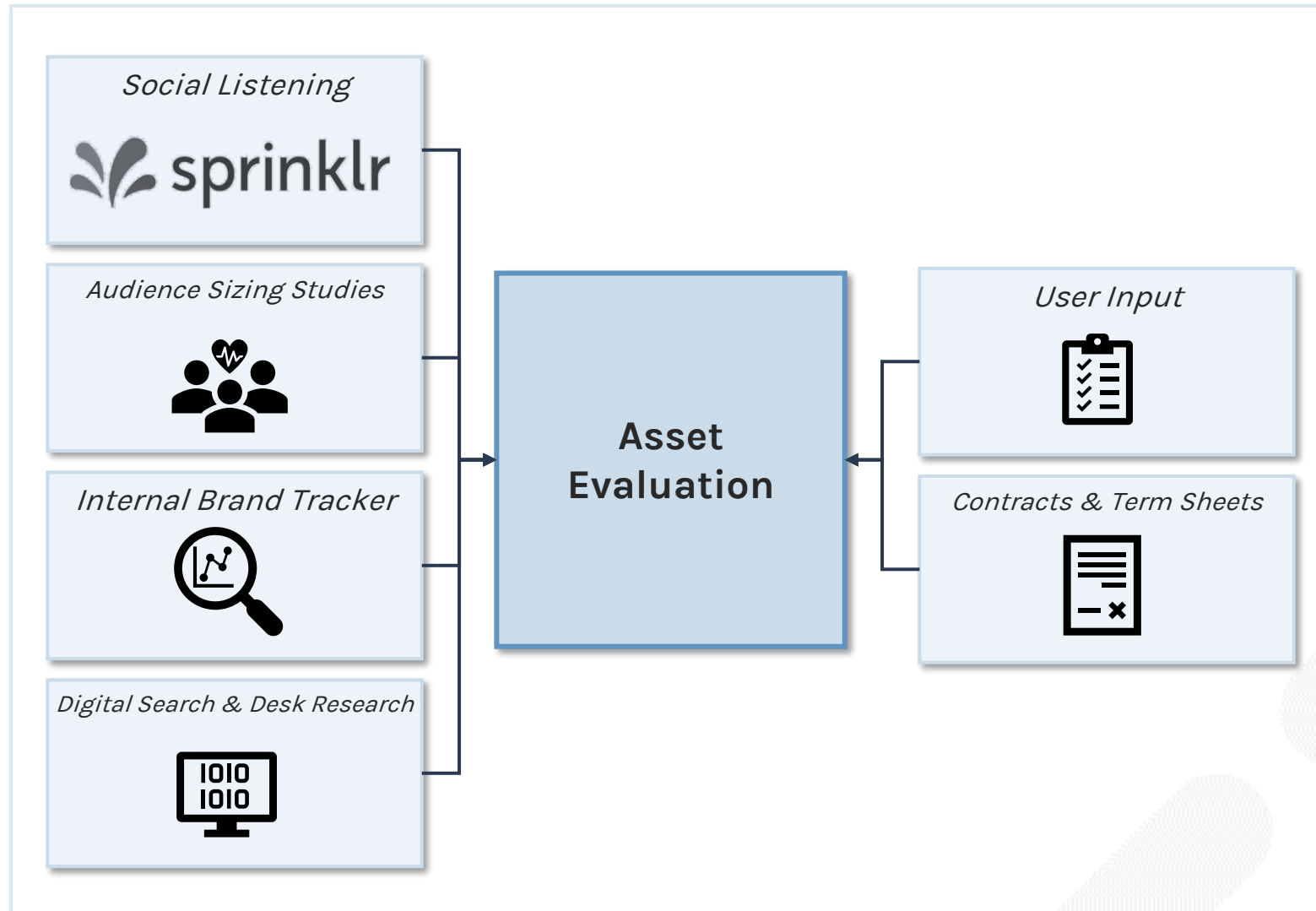
- Evaluated 300+ deals to date, representing hundreds of millions of dollars in spending
- >90% of stakeholders have reported “noticeably better information sharing and benchmarking” & “Improved quality of final reports and recommendations” since launch

The workstream focuses on assessing possible deals once there is a proposal/terms in hand



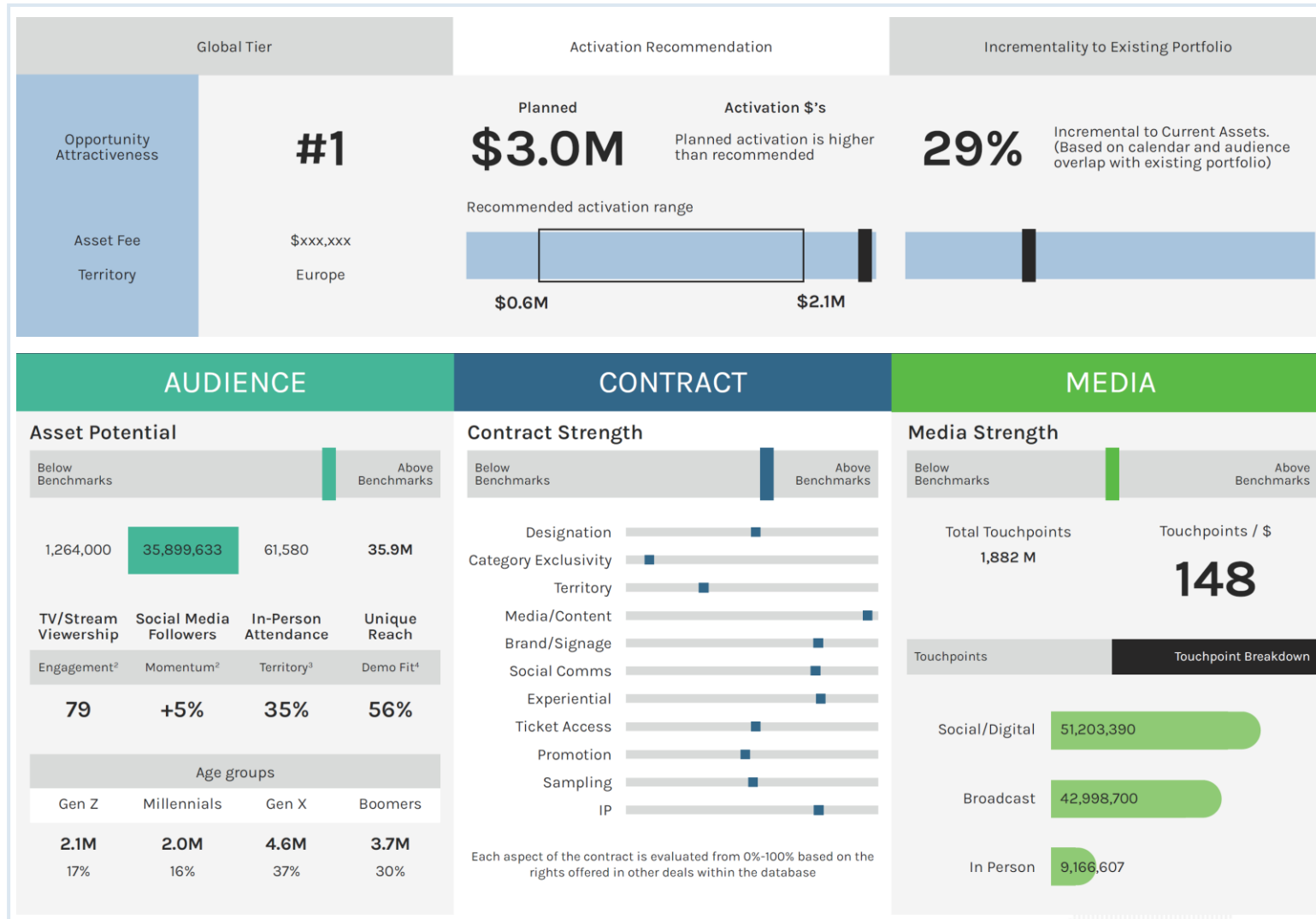
- The tool is used once possible deals have been identified and initial terms have been proposed
- Fee levels and specific contract terms are key inputs into the tool

We triangulate internal and external sources



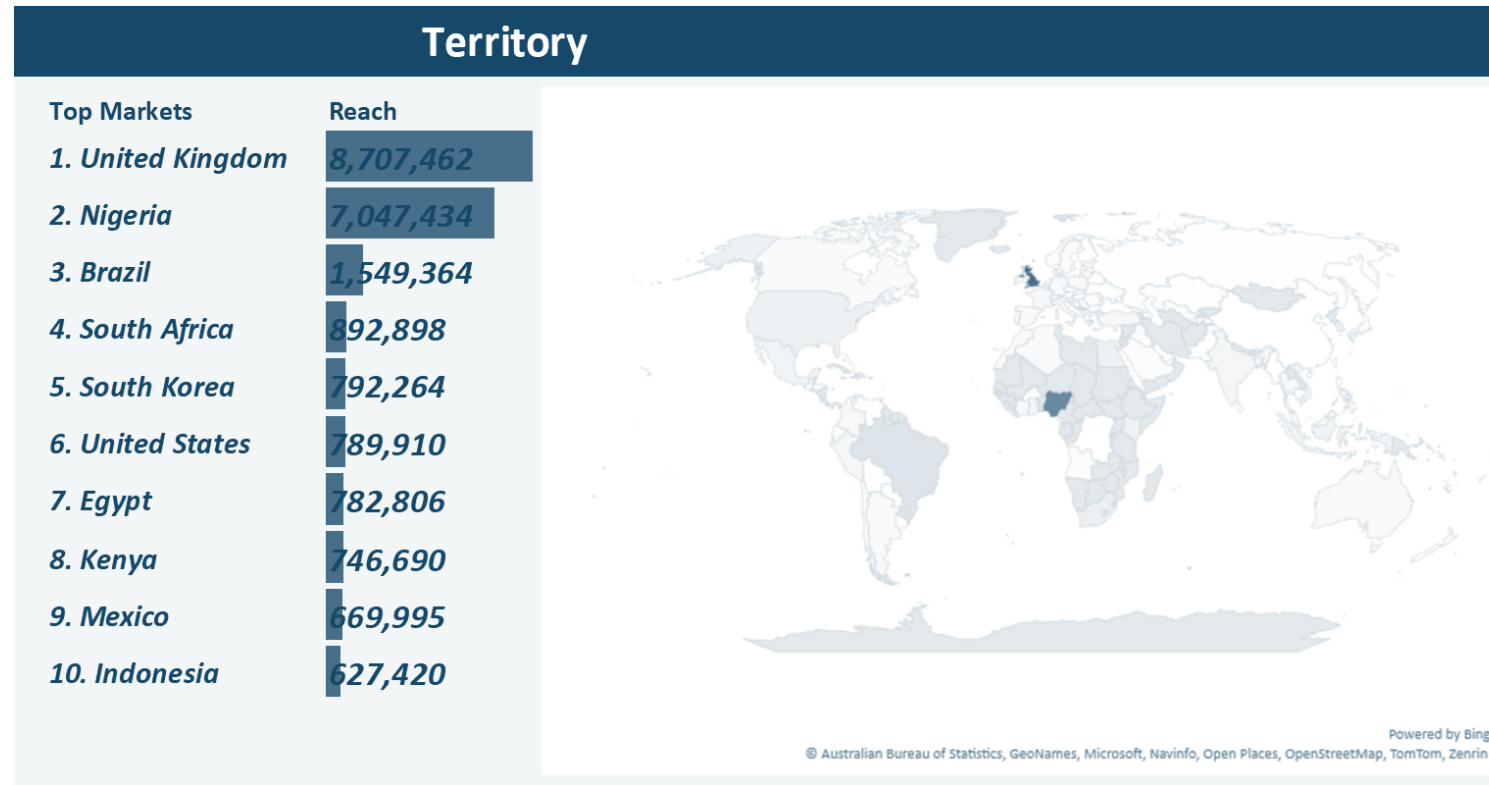
- The tool combines a number of different internal and external data sources:
 - Social media data (followers, engagement, trend) + de-duplication across media platforms
 - Geolocation of followers at a global level
 - Viewership and attendance data
 - Brand tracking studies (so audiences can be segmented according to existing brand segmentations)
 - Contracts & terms sheets

The dashboard automatically summarizes key data points and benchmarks for the deal



- The tool considers both the potential of the property itself and the strength of the contract rights (level of designation, IP rights, etc.)
- These are set against the cost of the deal and the ability of the deal to deliver on key business objectives (brand growth, corporate reputation, etc.)
- The tool delivers a range of metrics across different KPIs – commercial opportunity (sales impact), media touchpoints, etc.
- Ultimately, these are distilled into an **overall asset attractiveness score**

There are a range of 'deep dive' modules built into the tool



- **Geo-location deep dive** (shows where followers are located around the world)
- **Touchpoint deep dive** (shows where the media exposures are expected to come from – onsite signage, digital comms, broadcast, onsite experiences, etc.)
- **Commercial deep dive** (decomposes the volume opportunity and the consumer recruitment potential)
- **Activation spend deep dive** (provides benchmarks and targets for planning activation spending)
- **Negotiation module** (see next slide)

Negotiation module uses benchmarking to support fee & rights negotiations

- The negotiation module provides key 'price targets' – i.e., in order to increase the attractiveness of the deal into the next tier, what would the fee need to be?
- It also highlights key gaps in the contract rights, relative to similar types of deals in the database.
- This provides fact-based targets to aim for in negotiations.



Feedback to-date has been overwhelmingly positive

Stakeholder feedback

#	Statement	% Agree
1	Enable increased information sharing and benchmarking	97%
2	Improved the quality of the final report and recommendation	97%
3	I felt supported through the evaluation process	94%
4	Made the assessment process more consistent & streamlined conversations	94%
5	Improved the effectiveness of the decision-making process	86%
6	Replaced the need for additional ad hoc valuation	65%



300+

Deals Evaluated



48

Countries Covered

"The experience was overwhelmingly positive. Would like to use this again in the future."

- The primary impacts so far have been *improved information sharing* and *superior quality of final reports & recommendations*
- As the database grows, we've seen a ton of value in being able to recommend specific price points for potential deals, giving teams a number to aim for in negotiations.
- Additional added value:
 - We make the evaluations objective
 - We make it sustainable & consistent
 - We make it internally ownable

Feedback to-date has been overwhelmingly positive

97%

AGREE

“Noticeably better information sharing & benchmarking”

94%

AGREE

“Improved quality of final evaluation reports and recommendations”

94%

AGREE

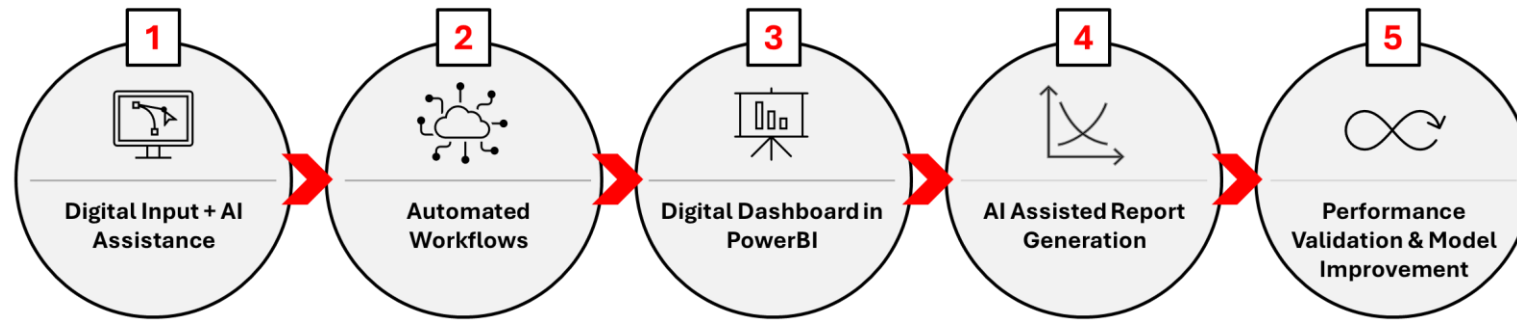
“Streamlined the evaluation process and delivered improved efficiency”

“The experience was overwhelmingly positive.. This will be our “go-to” approach in the future.”

-Senior Marketing Leader

- The primary impacts so far have been *improved information sharing* and *superior quality of final reports & recommendations*
- As the database grows, it's unlocked a ton of value via internal benchmarking & comparison across deals.

Continued evolutions are in-progress



- Building on this database, we are now developing AI features to enable rapid contract processing, real-time report generation, and AI-assisted input processes.
- We've developed agentic AI solutions to cut input time dramatically, further reducing resource demands and improving efficiency.

“You’ve created a dramatic shift in our ability to make data-driven decisions”

“Foresight approaches and frameworks have created a dramatic shift in our ability to make data-driven decisions about sponsorship strategy and have enabled us to build organizational alignment around even our most large & complex sponsorship initiatives.”

Global Director of Asset Strategy