CASE STUDY | A Sponsorship Evaluation System for Signing the Right Deals at the Right Price

SITUATION

A leading CPG company manages hundreds of sponsorships globally, but investment decisions were often based on intuition or surface-level metrics, leading to suboptimal spending and difficulty making data-driven decisions.

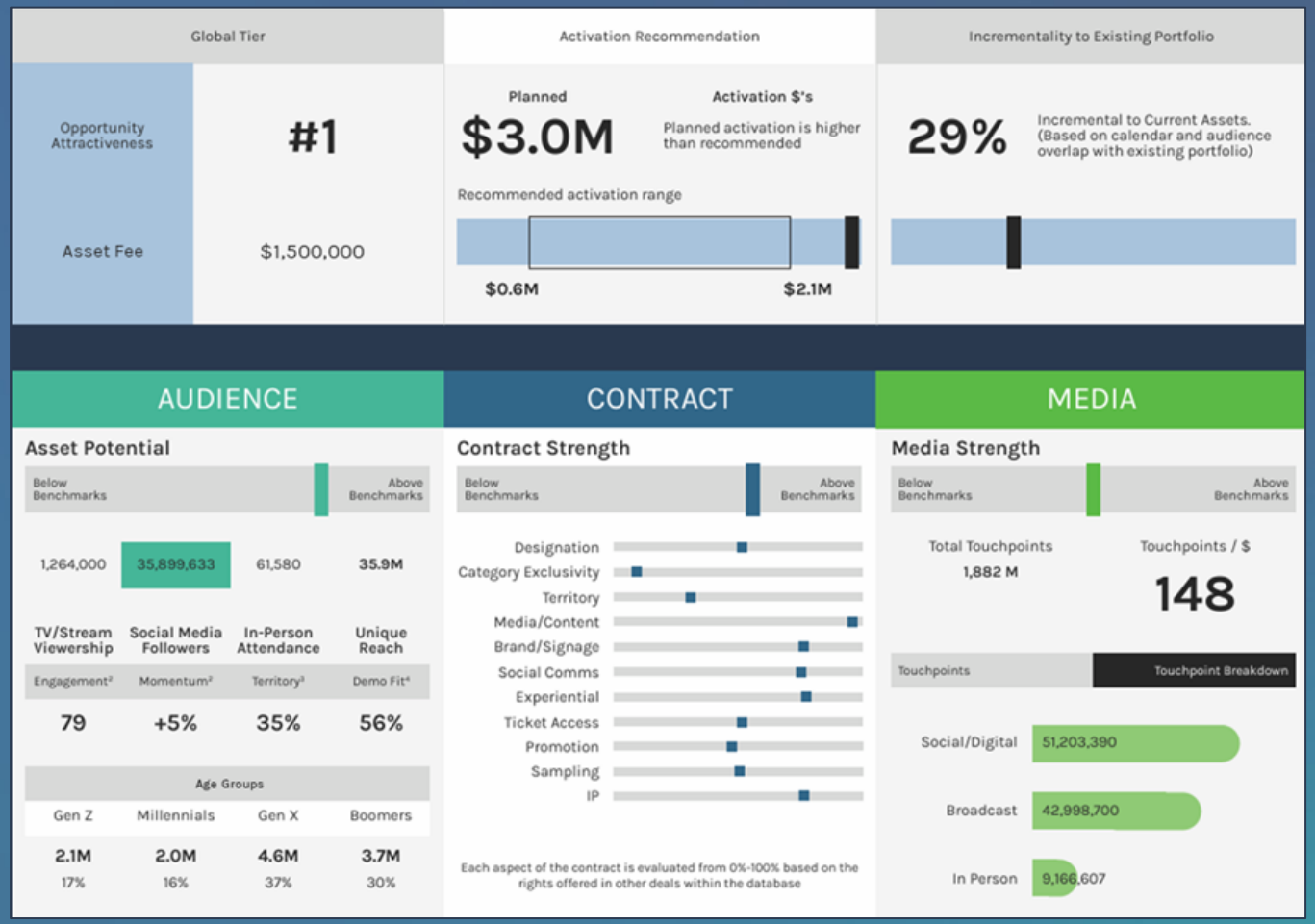
APPROACH

We built a custom sponsorship evaluation framework, integrating brand, audience, and social data into a dashboard with overall attractiveness scores, benchmarks, and fee/rights guidance.

RESULTS

System-wide adoption, now surpassing 300 deal evaluations, directly informing negotiations and go/no-go decisions up to the C-suite.

Now in version 5.0, with AI integration for rapid contract processing.



"**Your 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