CASE STUDY

Setting up a sponsorship measurement system for a leading healthcare brand

SITUATION

A leading healthcare brand with high-profile sport & entertainment partnerships lacked a standardized approach to measurement, limiting informed planning and the ability to prove partnership value internally.

APPROACH

We built a centralized sponsorship measurement system combining internal and survey data, with custom ROI & impact measurement techniques, to quantify incremental impact in a self-service Power BI dashboard.

RESULTS

Adopted across all major partnerships and scaled to smaller community-level initiatives.

Enabled executive-ready reporting with hard ROI metrics, and clear, fact-based proof of positive sponsorship impact



"**We appreciate the level of depth in the analysis and the actionability of the insights.** The approach has accelerated our thinking toward action and better results."

-SVP Partnerships