



*Raison d'être..*



measuring sports sponsorship ROI



# Our thought exactly...

“Focusing your life solely on making a buck shows a poverty of ambition. It asks too little of yourself. And it will leave you unfulfilled.”

➤ Barack Obama



# Beyond The Bucks...

- Lie **Aspirations** of Indian Sportsmen & Sportswomen
- Lie **Goals** of Sports Federations
- Lie the **Interests** of a Common Man
- Lie the **Sportsman Spirit** that has been at core of recovery from evident failure
- Lie the **Objectives** of TAM Sports !!



# So, what are our Objectives?

- Our objective will come to you, if you know answers to the following questions....
  - Why do Americans love Baseball as much as Indians love Cricket?
  - What makes Cricket a religion & Hockey a tradition, in India?
  - What is the reason for India's medals tally at sporting events like the Olympics?



# Objectives...

- Stay Independent – Work with ALL like-minded
  - Spread Knowledge – Reach-out to WILLing groups
  - Convene Forums – Facilitate knowledge-based dialogue amongst vested parties
  - Fill-in the Blanks – Plug Knowledge & Resource gaps
- Empower “Lungs” with “Knowledge” !!



**“Is there a real need?”**

.. You may ask !

Well,..



## Sports Federation

1. Which 'event/sport' is apt for me?
2. Does the 'ask' translate into tangible 'delivery'?
3. Is it 'just another media buy'?
4. If not, how can I gauge the 'pay-offs'?
5. Is there a better way of deploying my 'sporting rupees'?

1. How is my Sport performing?
2. How do I 'popularize' it more?
3. Are my efforts bearing fruit?
4. Am I making a compelling proposition for other stakeholders?
5. How do I plan to go about my goals?



Sponsor / Corporate

Media / Broadcaster

1. What will keep me in the reckoning with my viewers?
2. If I carry 'this event/sport', how is it likely to impact me?
3. How can I sell this 'event/sport' better?
4. Will my rewards be commensurate with my efforts?



**So many inter-dependent questions..**

OR inter-locked destinies !!

The Answers will be...



## BULLSEYE

### ➤ An Opportunity Isolator & Impact-Sizing Service for Sponsors/Corporate

- Event/Sport v/s Brand Match
- Recall of association (Sports & Platforms adopted)
  - SOV in product category (encompassing all forms of associations)
- ROI benchmarking for specific sport/event in a year & over years

Sports Federation

## GOAL

### ➤ An Opportunity Maximization Service for Sports Federations

- Event/Sport Audience Affinity
- Event/Sport Audience Profiling
- Marketing/Promo Benchmarking including PR
- Objective Setting Support
- Activation Plan Design Assistance



Sponsor / Corporate

Media / Broadcaster

## SERVE

### ➤ An Audience Targeting & Impact Multiplier Service for Broadcasters

- Audience Amassed earlier
- Profiling the Sport/Event
- Loyalty Levels commanded by the event/sport
- Promo Conversions (hence goals for spreading the net)
- Scheduling Recommendations (LIVE v/s H/L v/s Repeats of both)
- Prior sponsors associated with the sport/event
- Measurement of & Ad rate recommendations for Non-TVC advertising



# Next Steps

- Bi-Annual Round-tables
  - Focused on open-house discussions to help sports federations share their calendars and stake-holders to provide feedback
- The TAM Sports Barometer
  - An all-sport, all-encompassing monthly report...
    - Aggregating audiences by Sport
    - Pacing each Sport Year-On-Year
    - Gauging 'Media Affection' through Eikona PR Measurement
    - Quantifying Sponsor entitlements & level of support
- The TAM Sports Follow-through
  - Basis outcomes from the round-tables, customized solutions for the 3 stake-holders (track 'desired v/s achieved')



# Finally,...

“All men should strive to learn before they die, what they are running from, and to, and why..”

➤ James Thurber



**We are Game! Are You?!**



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