



*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



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# 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 !!



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# 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” !!



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**“Is there a real need?”**

.. You may ask !

Well,..

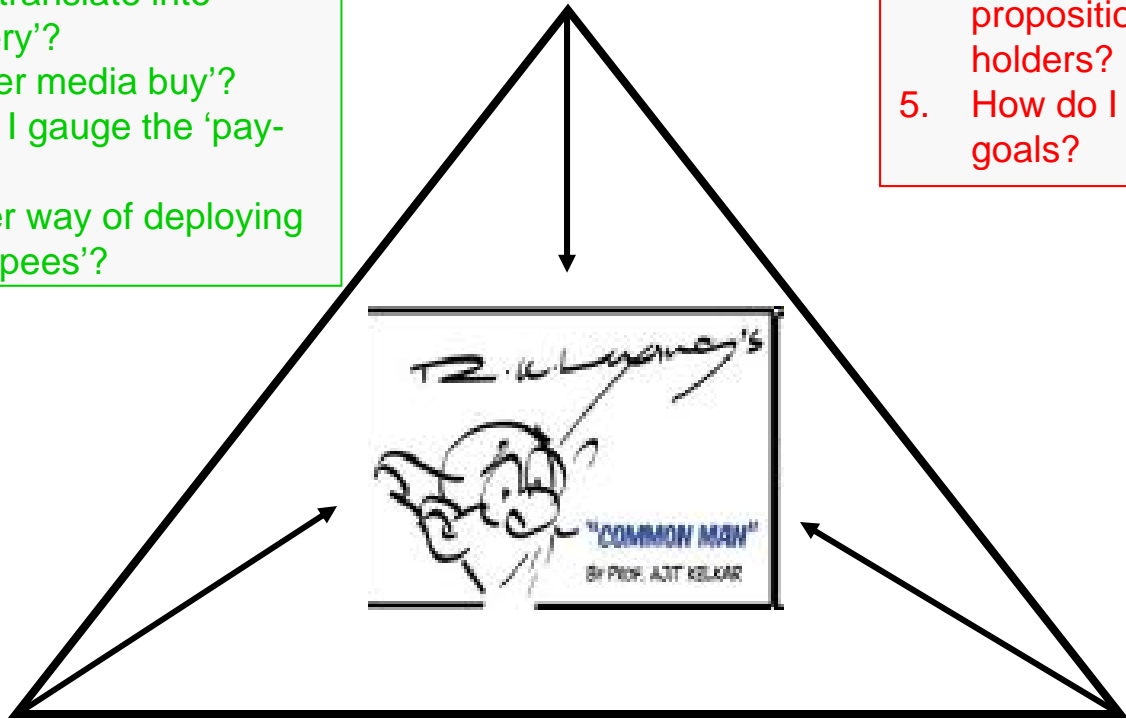


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1. How is my Sport performing?
2. How do I 'popularize' it more?
3. Are my efforts bearing fruit?
4. Am I making a compelling proposition for other stakeholders?
5. How do I plan to go about my goals?

## 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'?

## 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...



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## 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')



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# Finally,...

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

➤ James Thurber



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



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