Sponsorship comparison scorecard

Score each criterion 1 (weak) to 5 (strong). The examples below are hypothetical, not client results.

01 / Compare the evidence

Criterion	Weight	A	B
Audience fit	30%	4	5
Useful rights	25%	4	3
Evidence quality	20%	3	4
Delivery readiness	15%	4	3
Measurement	10%	3	4
Weighted total / 5		3.70	3.90

Weighted total = sum of each score multiplied by its weight as a decimal.

02 / Compare total cost

Cost	Example A	Example B
Rights	$20,000	$28,000
Activation	$15,000	$4,000
Total	$35,000	$32,000

Add staffing, travel, production, media and measurement if not included. B scores higher and costs less in this example, but must still pass the decision gates.

Sponsorship comparison scorecard

Score each criterion 1 (weak) to 5 (strong). The examples below are hypothetical, not client results.

03 / Decision gates override scores

- [ ] Rights ownership confirmed
- [ ] Audience evidence dated and methodology clear
- [ ] Category conflicts resolved
- [ ] Delivery and approval owners identified
- [ ] Measurement access and permissions agreed
- [ ] Cancellation and non-delivery terms reviewed

04 / Your opportunity

Name / edition / evidence links

Scores, weights and evidence behind each score

All-in budget / exclusions / unresolved assumptions and owner

Go, hold or decline / reason / next action / deadline

Scores are a planning aid. They do not establish ROI or justify a commitment without verified rights and terms.