Sponsorship planning worksheet

Complete the fields digitally or print. Use evidence for audience and cost assumptions.

01 / Define the opportunity

Business objective and desired audience action

Audience, market, evidence source, measurement period and limitations

Property / event dates / decision deadline

02 / Scope the rights

Deliverable / quantity / date / owner / approval / delivery evidence

Category conflicts, exclusivity, usage rights and expiry

Production, staffing and venue requirements / remedy for non-delivery

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Complete the fields digitally or print. Use evidence for audience and cost assumptions.

03 / Account for the full investment

Rights fee / activation / production / staffing / travel / product

Media / measurement / other costs / total investment

04 / Compare and measure

Score 1-5: audience fit / usable rights / evidence / readiness / measurement

Baseline / data source / owner / attribution method / time window

Delivery evidence / qualified outcomes / cost per outcome

Incremental contribution after variable costs / limitations

ROI = (incremental contribution - total investment) / total investment. With zero investment, ROI is undefined. Unsupported attribution should be reported as a limitation.

Unresolved risks / decision owner / renew, redesign or stop