

## The Future of Sponsor Recaps Means Kicking It Up A Notch

Let's face it, the competition for sponsorship revenue today is fierce. In fact, according to the 2009 IEG Sponsor Survey, 51% of sponsor respondents stated that their companies' spending would decrease from 2008 levels. How do properties attract sponsors – and perhaps more importantly – how do they keep them coming back when budget demands are tight?

### What Reports Do Your Sponsors Currently Receive?

The one statistic from this survey that resonates with me is that 50% of participating sponsors made it crystal clear that they view post-event recaps/fulfillment reports as the single, most important property-provided service. Based on my experience and conversations with properties, a typical post-event recap includes some type of printed report – either professionally printed and bound, or printed and bound in-house – along with an in-person meeting that may include a PowerPoint presentation. Overall, the recap is usually a restatement of what the sponsor received for their support.

### What Do Sponsors Really Want?

With this in mind, I have two questions for properties:

- Do your current recaps provide enough information to ensure a need for renewal?
- Do your recaps engage your sponsor by presenting not only the stats but the branded presence, relationship and return on objectives?

Increasingly, I am in contact with property representatives who realize that in addition to reporting how many eyeballs saw a sponsor's product or service at their venue, their recap needs to effectively communicate outcomes that matter.

*"Online reporting creates the opportunity for a property to provide a branded interactive experience for the sponsor that builds a real-time ongoing relationship".*

— Kimberly Abey, President, Spotlight Creative, LLC

### Online Recaps Are A Natural Extension To A Printed Version

Online reporting provides an interactive experience for the sponsor that allows the use of imagery, graphical data and audio/video footage to be viewed and shared from wherever the sponsor is located. The real-time updates of online reporting allow sponsors to communicate sponsorship benefits immediately to their stakeholders and management. The opportunity for immediate feedback and interaction between the client services rep and the sponsor has far-reaching benefits.

This format is also a "green-friendly" option for those organizations and causes who prefer to work paperless as much as possible.

### Expand Your Reporting Options

When designed and leveraged well, your recaps become an experiential reinforcement of your brand, and will extend your position as a forward-thinking leader. Look to an online recap as an extension to your existing reporting deliverables and you've entered into an exciting world with endless creative opportunities that will help you secure more renewals.