

revenue

*Data is great, but does it really tell your sponsors what they **NEED** to know?*

data

event

more >



46%

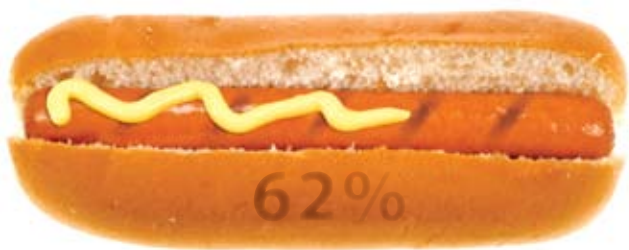
of sponsor reps rate fulfillment reports as the most important element properties provide in servicing their deals...

— 2008 IEG/Performance Research Sponsorship Decision-makers Survey

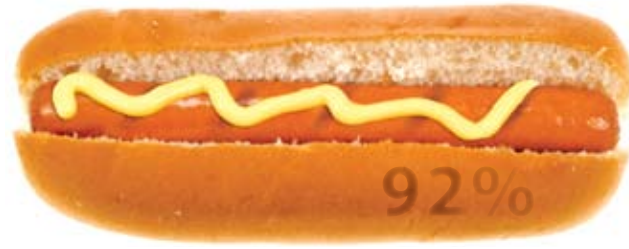
[Innovative data representation]



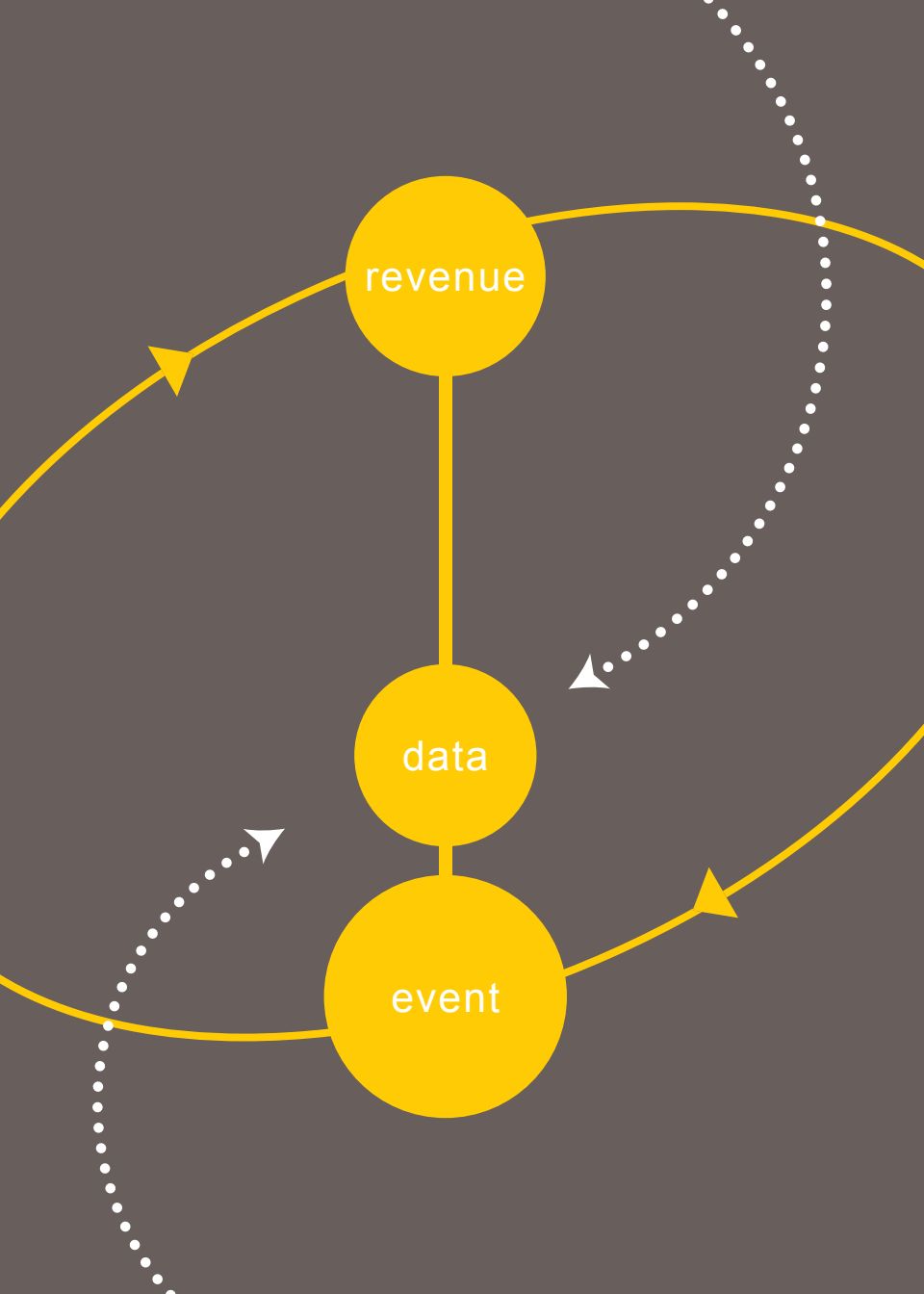
Ages 13-20



Ages 21-30



Ages 31-50



What we do...

We specialize in the design and development of customized print and electronic fulfillment reports.

We assist properties by promptly connecting their partners to the return on their objective, as well as their investment.

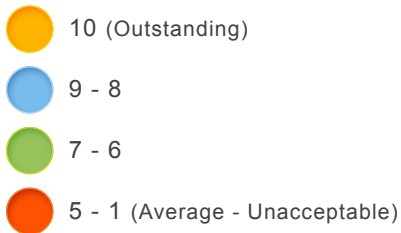
You can rest easy knowing your hard work to present the enterprise value for your sponsors will encourage renewals.

We make your data look
refreshing and less like
you're grasping at straws!



Satisfaction Rating*

Overall rating of your
client service representative



59%

32%

7%

2%



* Numbers and percentages are for placement and example only
and do not reflect real data collected or studied.

[focused solutions
+
timely response]

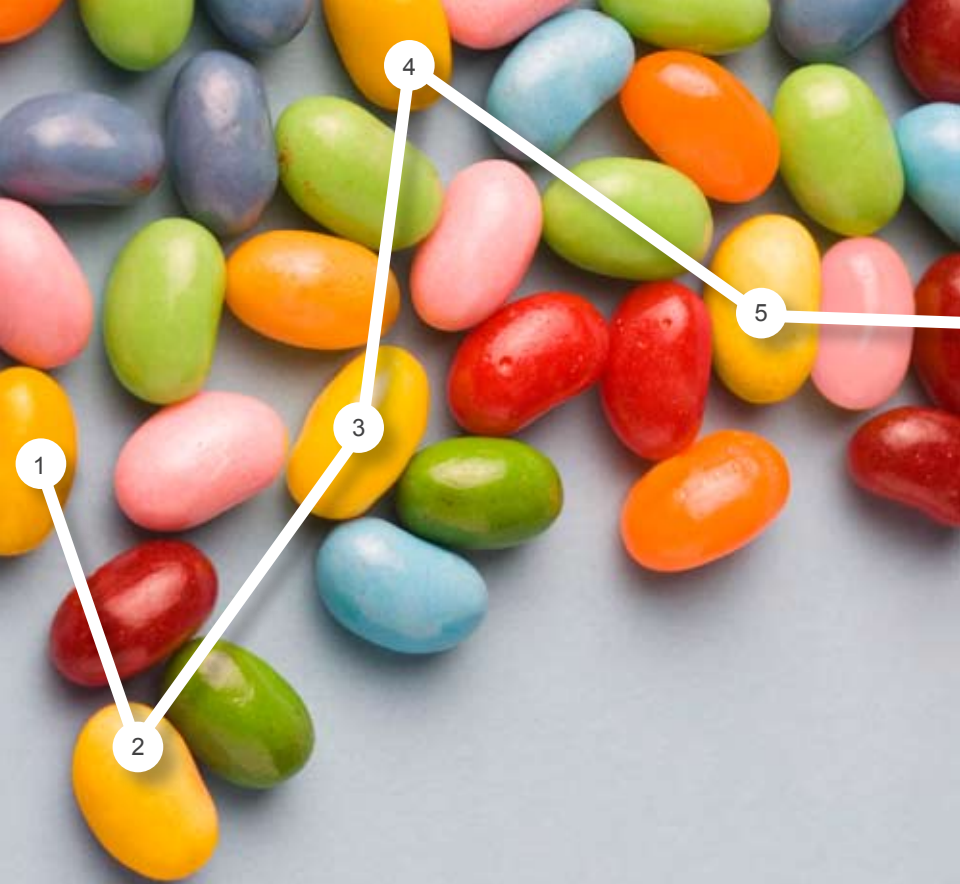
= likely renewals

How we do it...

We know that the competition for sponsorship revenue is fierce and securing renewals is even harder. The key to keeping your sponsors coming back is to effectively communicate their outcomes, instead of only outputs.

We take your mounds of statistical data and combine it with a season's worth of imagery, video and audio advertising to create exciting print and interactive presentations that clearly communicate the value of your sponsor's investment.

Knowing that their money has been well-spent translates into a sponsor's continued support for your property — and that's a winning combination in any playbook.



[We connect the dots.]



7

Benefits of tailored and focused post-sponsorship fulfillment reports:

- Sponsors view these reports as being as important as the event itself*;
- Properties add higher value to their partnerships and position;
- Renewals are more likely obtained when sponsors receive reports that speak more about the sponsor objectives met than what the property accomplished.

* Source: IEG Webinar Series™, Raising The Bar on Sponsorship Fulfillment Reports, May 7, 2009.

Contact us to find out how we can help you create impressive and lasting print and electronic reports for your sponsorship partners.

281.970.3800

www.spotlightcreative.com/reports

To learn more about our
fulfillment reports solutions, visit
www.spotlightcreative.com/reports

Spotlight[®]
creative, LLC

[Celebrating a decade of design.]

office: 281.970.3800
fax: 866.425.1347
email: info@spotlightcreative.com
web: www.spotlightcreative.com
address: 11123 McCracken Circle, Suite C
Cypress, TX 77429



Printed on recycled paper manufactured from wind energy.

MOHAWK windpower 