



## 2023 Sponsorship Marketing Awards Criteria

The SMCC has developed judging criteria consistent with sponsorship marketing best practices.

**Please develop your case submission based on the following template, using the headings as provided.**

Since sponsorship marketing is used to achieve a diverse range of objectives, the winning entries will not be judged based on their size/scope, but on the business results achieved. Judges will evaluate submissions against stated objectives, and whether the sponsorship marketing program successfully met or exceeded goals.

The Sponsorship Marketing Awards judging criteria is provided below.

Please note one (1) case can be submitted into a MAXIMUM of two (2) categories. A fee will apply to each category that a case is submitted into.

Please note that each section is weighted with a percentage. This identifies the importance of each section to each entry's overall score.

Please note the maximum length for case submissions is three (3) 8.5 x 11 pages + 5 supportive creative examples including 1 x 2-min video.

### A – Overview, Objectives & Sponsorship Selection (25%)

- Provide a brief description of the corporate sponsor, sponsored organization, and sponsorship property.
- Explain the strategic rationale for the sponsorship program and property selection.
- List up to three primary objectives and the corresponding measure/control introduced to assess performance. Examples include:
  - I. Increase brand loyalty
  - II. Increase awareness/visibility
  - III. Change/reinforce image
  - IV. Drive retail/dealer traffic
  - V. Showcase community/social responsibility
  - VI. Capture database/generate leads
  - VII. Stimulate sales/trial/usage
  - VIII. Exclusive client appreciation/hosting opportunities
  - IX. Access to event/program content that can be leveraged (i.e. product integration, branded content, etc.)
  - X. Reach a niche target market efficiently
  - XI. Other



- Identify the length of the sponsor partnership; the in-market campaign must take place between January 1, 2022, and April 30, 2023, for all categories, except for the Sustained Success Category.
- Total sponsorship marketing program costs (**THIS INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL**).
- Indicate the level of the total budget for the sponsorship marketing program, including the rights fee, in-kind (if applicable) and activation costs:
  - I. 0\$-250K\$
  - II. 250K\$ - 500K\$
  - III. 500K\$-1M\$
  - IV. 1M\$+
- Indicate the ratio of rights fee to activation costs.

Example of ratio of rights fee to activation costs: Company A spends \$1 Million on a property's sponsorship rights. The same Company A spends another \$1.5 Million on activating and amplifying those rights through a combination of mediums such as, but not limited to: Media (Social, Digital, Traditional, etc.), Experiential Events, Merchandising/POS, Premiums, Public Relations, etc. This would provide Company A with a 1.5:1 activation to rights cost ratio.

## B – Maximizing the Sponsorship Marketing Investment (35%)

- Provide an overview of the activation program including length, location, branding, consumer experience as well as other core details.
- Detail specific tactics that were deployed to support the execution.
- Highlight any unique or innovative factors within your strategy that enhanced the effectiveness of your program.
- Provide supportive visuals and videos.

## C – Results (30%)

- Explain the overall process for performance assessment including what the source was for key metrics?
- Identify the results as measured against the objectives of the overall sponsorship marketing program including relevant data. Explain the context and significance of this achievement. For each objective reference the Key Performance Indicators and what the outcome was against this.
- Explain how your company demonstrated the overall return on investment.

## D – Case Quality (10%)

- A compelling case, which is clear, concise, and well presented, will also receive a weighted score.