Sponsorship Scorecard

Sponsorship Scorecards

Purpose of the Sponsorship Scorecard

- The goal is to provide an objective evaluation of sponsorship opportunities by reviewing inputs from various perspectives.

- Criteria will be evaluated as a whole to determine that the opportunities align with the DMO and/or Missouri Division of Tourism's objectives, while being a sound investment of both dollars and resources.
  - Other considerations: What does the DMO want out of the partnership/what does the DMO gain?

More than Numbers

- High scoring opportunities will go into a negotiation phase.

Opportunities are evaluated in totality. Recommendations are based on overall assessment. For example, a high score with a low cost and low resource assessment would make it a clear recommendation to move forward. A low score with a high cost and high resource assessment would likely result in a recommendation not to move forward.

Opportunity Summary

- **OPPORTUNITY:**
  - What is the opportunity?
- **ABOUT:**
  - What do we know about the event/placement?
    - What is it?
    - Audience
    - Sponsorship levels/details
    - Cost
- **ADDITIONAL INFORMATION:**
  - Dates
  - Venue
  - Attendance

Section 1: Alignment with DMO Objectives

CONSIDERATIONS	YES or NO	COMMENTS
A platform to build create awareness and preference, loyalty, brand value and visits		
Change or reinforce the perception of DMO through positive exposure		
Showcase social responsibility, e.g. philanthropic partnerships		
Provides the opportunity for stakeholder involvement and connection		
Showcase diversity programs, e.g. support of ethnic festivals		
Database growth or lead generation opportunity		
SECTION SCORE	**#/6**	

Section 2: Target Audience

CONSIDERATIONS	YES or NO	COMMENTS
Women 25-54, with kids (Gen X, older Millennial Moms)		
Millennials - born between 1981 and 1996		
Baby Boomers		
Gen X Males		
Diverse Audience		
SECTION SCORE	#/5	

Section 3: Sponsorship Elements Offered

CONSIDERATIONS	YES or NO	COMMENTS
Category exclusivity		
Right to use property's marks and logos		
Access to key stakeholders / forums for introductions		
Interaction with an active and engaged online community		
Branding on marketing materials and digital platforms		
SECTION SCORE	#/5	

Section 4: Cost and Opportunity

CONSIDERATIONS	COST	COMMENTS
Sponsorship Hard Costs		
Resources Needed to Activate Sponsorship		
On-Site Activation		
Creative Assets Required		
SECTION TOTAL	**$X.XX**	

Overall Assessment

- **Total Score:** #/16

- **Cost Assessment:**

- **Resource Assessment:**

- **Region of Missouri:**

- **Recommendation:**

  - Does this proposal make sense, not just based on score, but cost, level of effort, timing