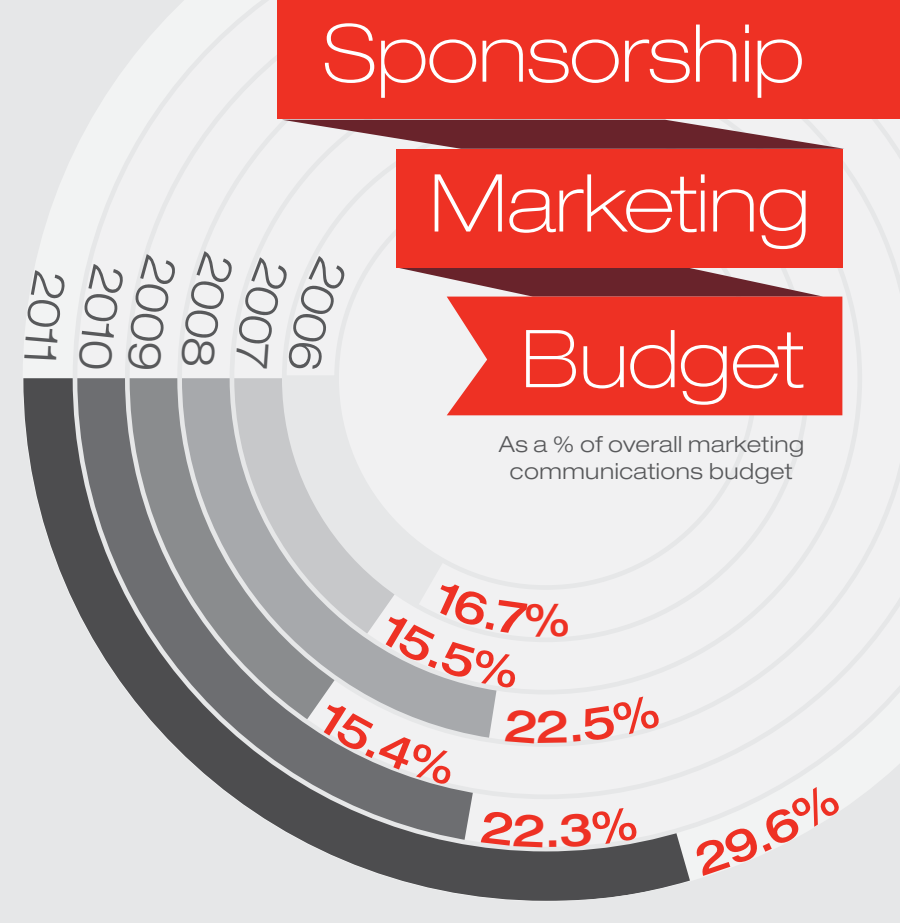
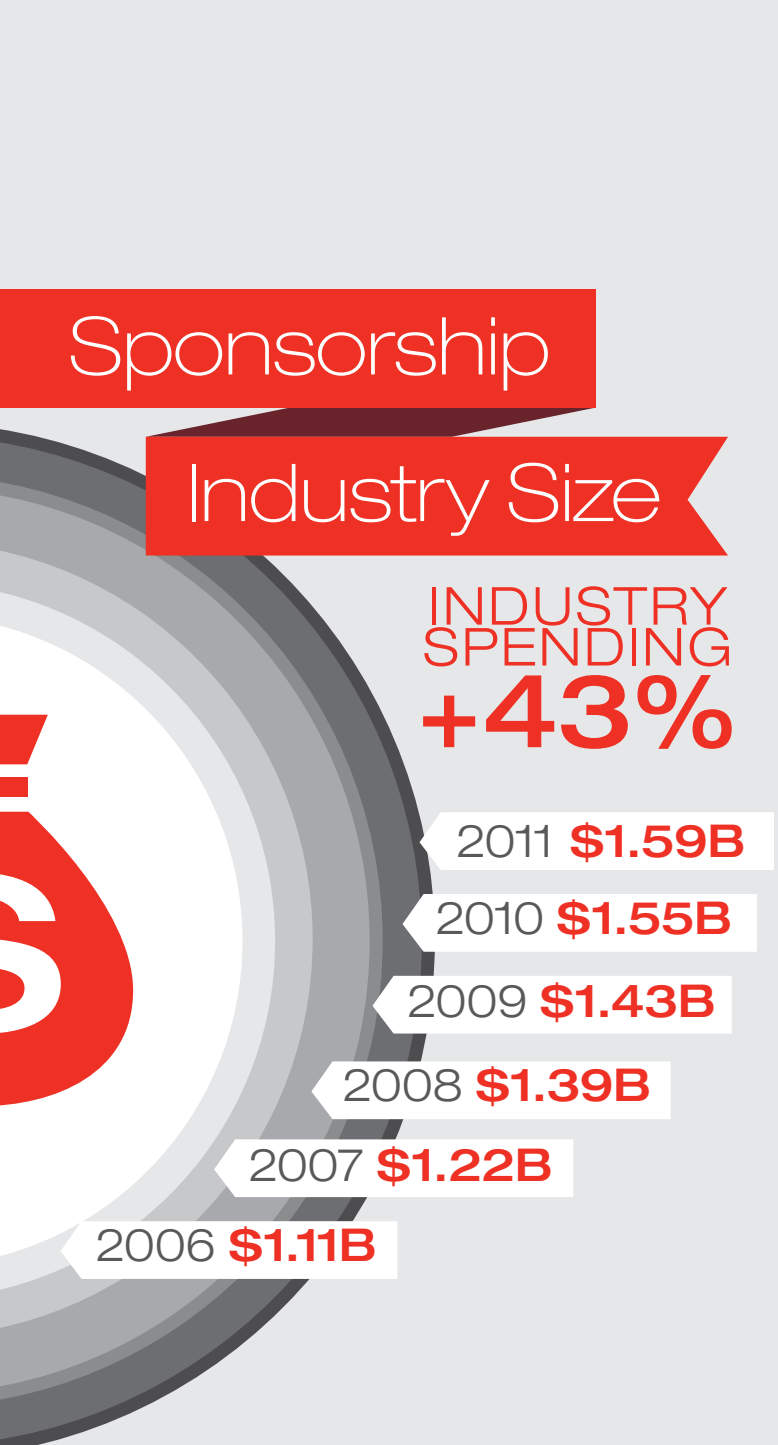


# The Sponsorship Industry is Growing. Stay Ahead of the Curve.



Sponsorship activation increases purchase intent by 475%\* however activation spending continues to fall below the minimum recommended 1:1 activation ratio\*\*

## Activation Spending

Per dollar of rights fee

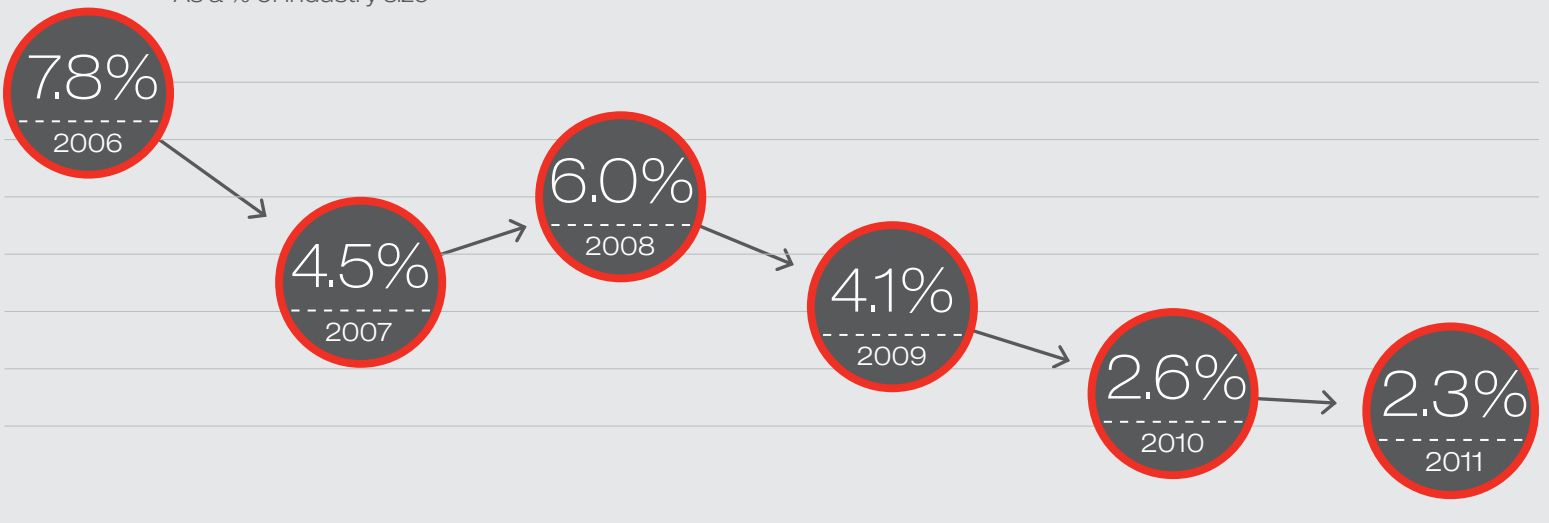


\*IMI International \*\*O'Reilly, Séguin, Teed 2005

## Spending on Evaluation

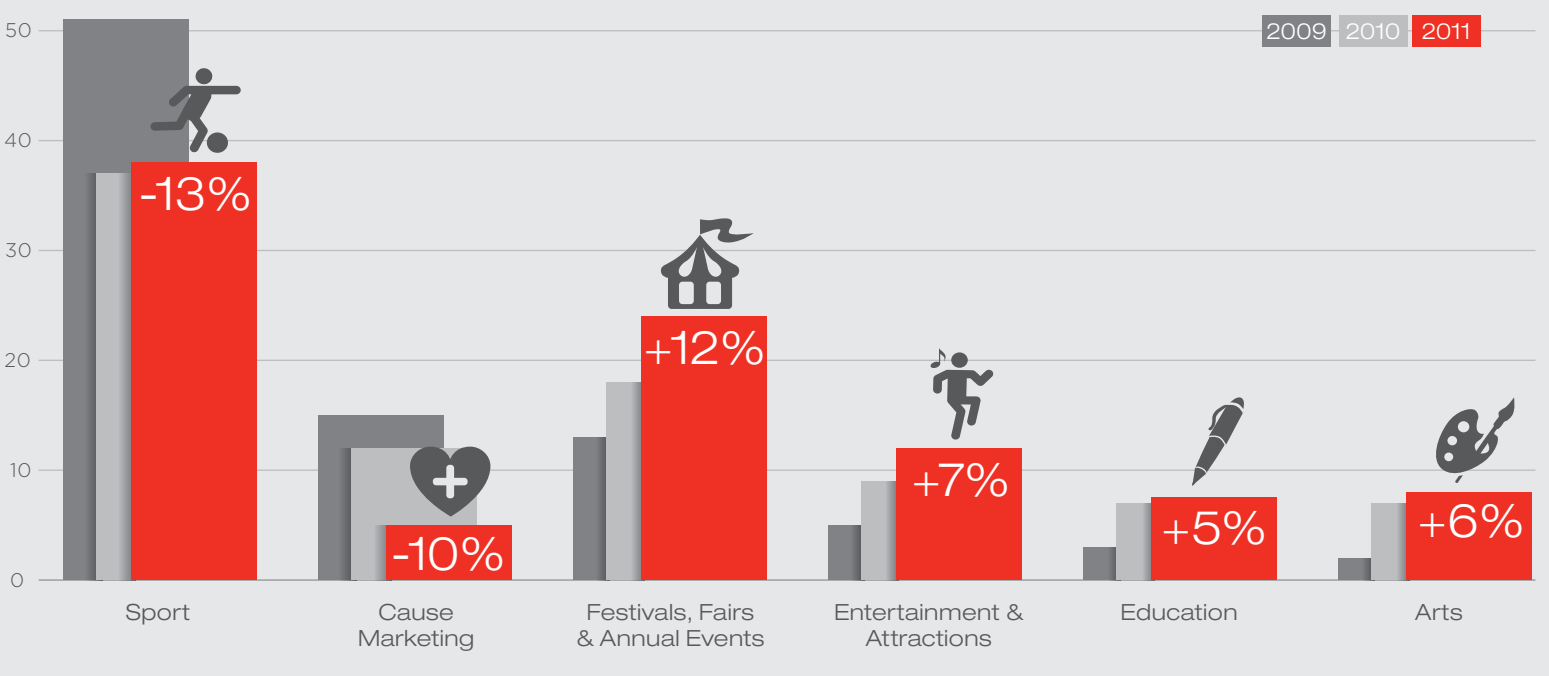
As a % of industry size

Evaluation has been identified as the most important element in sponsorship renewal; yet program evaluation continues to decrease.



We are now witnessing what is being called the 'festivalization of sponsorship.' Festivals, Fairs & Annual Events allow sponsors to engage in a meaningful way with their customers in places where they can experience their products.

## Sponsorship Spending by Industry



Note: Percentage shows variance between 2009 and 2011. Only a sample of categories are included in figure above.