**Sponsorship Evaluation tool**

|  |
| --- |
| **Sponsored Organisation/Event:** |
| **Brief Sponsorship Summary**  |  |
| **ACU staff member completing evaluation** | **Name** | **Date** |

Refer to the methods of measurement and evaluation selected for the sponsorship and enter a review of each item:

|  |
| --- |
| **How will the success of the sponsorship be measured and evaluated?** |
| Periodic Reviews against deliverables or established KPI’s | **Mandatory** |
| Post event summary or annual report | **Mandatory** |
| Audience reached (advertising, event attendance, etc) |  |
| Prominence of the ACU brand across all marketing/promotional material |  |
| Demonstrated improvement in ACU brand reputation on national, regional or local levels  |  |
| Demonstrated recognition of the ACU sponsorship by key external stakeholders |  |
| Demonstrated growth in the relationship between ACU and the external stakeholders |  |
| Demonstrated benefit/engagement for ACU staff/students |  |
| Other Media coverage? |  |

|  |  |
| --- | --- |
| **KPI’s**List identified KPI’s and how they were met or not at the end of sponsorship TermPeriodic reviews of KPI’s should take place during the Term | KPI 1 |
| KPI 2 |
| KPI 3 |
| KPI 4 |

|  |  |
| --- | --- |
| **Key highlights from the post event summary or annual report****Key outcomes of the event/sponsorship** |  |
| **What was the objective of the sponsorship activity/event? (What will be achieved?)** Has the objective been achieved? 󲐀 Yes 󲐀 NoIf no provide a reason  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rate your overall satisfaction with the sponsorship** | **Poor** | **Below average** | **Average** | **Above average** | **Excellent** |

|  |  |
| --- | --- |
| Was any data collected? If yes what is your plan to use the data, e.g. lead nurture plan for recruiting students?Were all agreed sponsorship benefits delivered? If not, why? |  |
| Was the budget for leverage maintained? |  |
| How did the ACU staff, students and/or the community benefit from this sponsorship activity?  |  |
| Was there any media coverage as a result of the event? Describe. |  |
| Was the relationship with the sponsee positive? Were there any issues? |  |
| Were there any notable relationships enhanced? |  |
| Were any academics, students or research profiled? |  |
| Is there any post event follow up to take place? |  |

|  |
| --- |
| Would you recommend that this sponsorship be continued again in the future? 󲐀 Yes 󲐀 NoIf no please provide a reason Were there any other potential opportunities that have arisen during the sponsorship Term? |

|  |
| --- |
| Any other comments or future recommendations |