**Sponsorship Evaluation tool**

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| **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:

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| **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? | |  |

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

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| **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 󲐀 No  If no provide a reason | |

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

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| 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? |  |

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

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| Any other comments or future recommendations |