

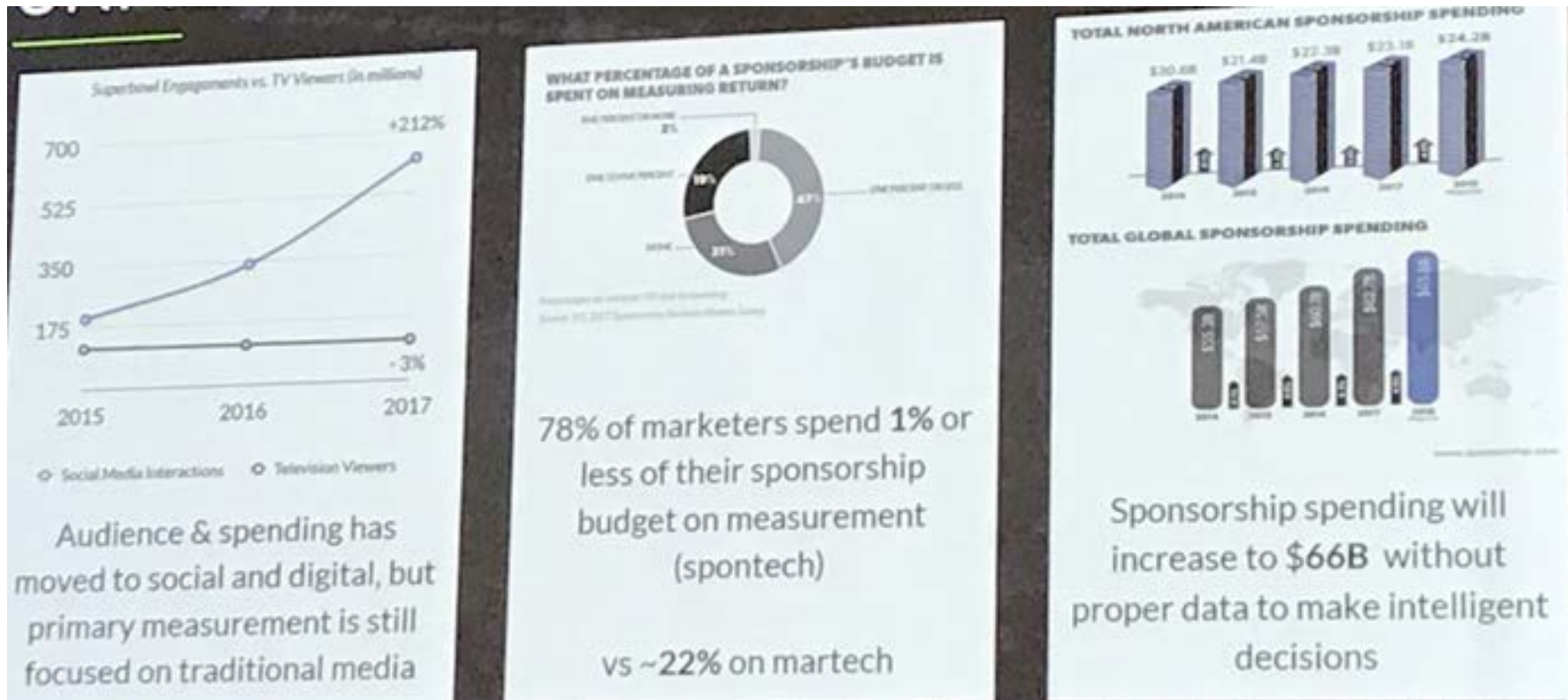
What's your sponsorship worth?

Kimberly Cook – Chief Revenue Officer (Hookit)

HOOKIT

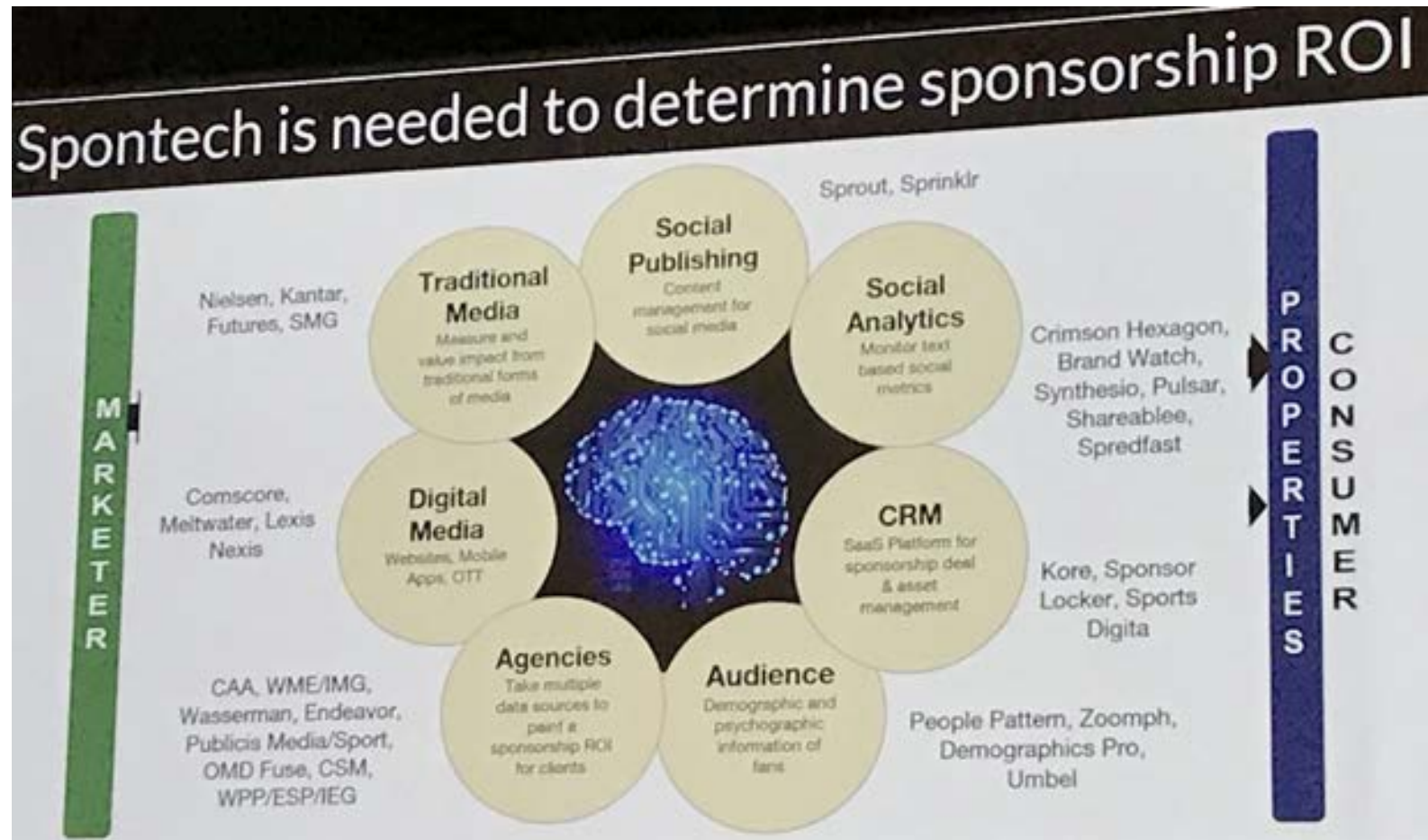
→ společnost, která pomůže dělat lepší sponzorská rozhodnutí

- Je potřeba měřit a ohodnotit (získat data), to vede k úspěchu sponzorství



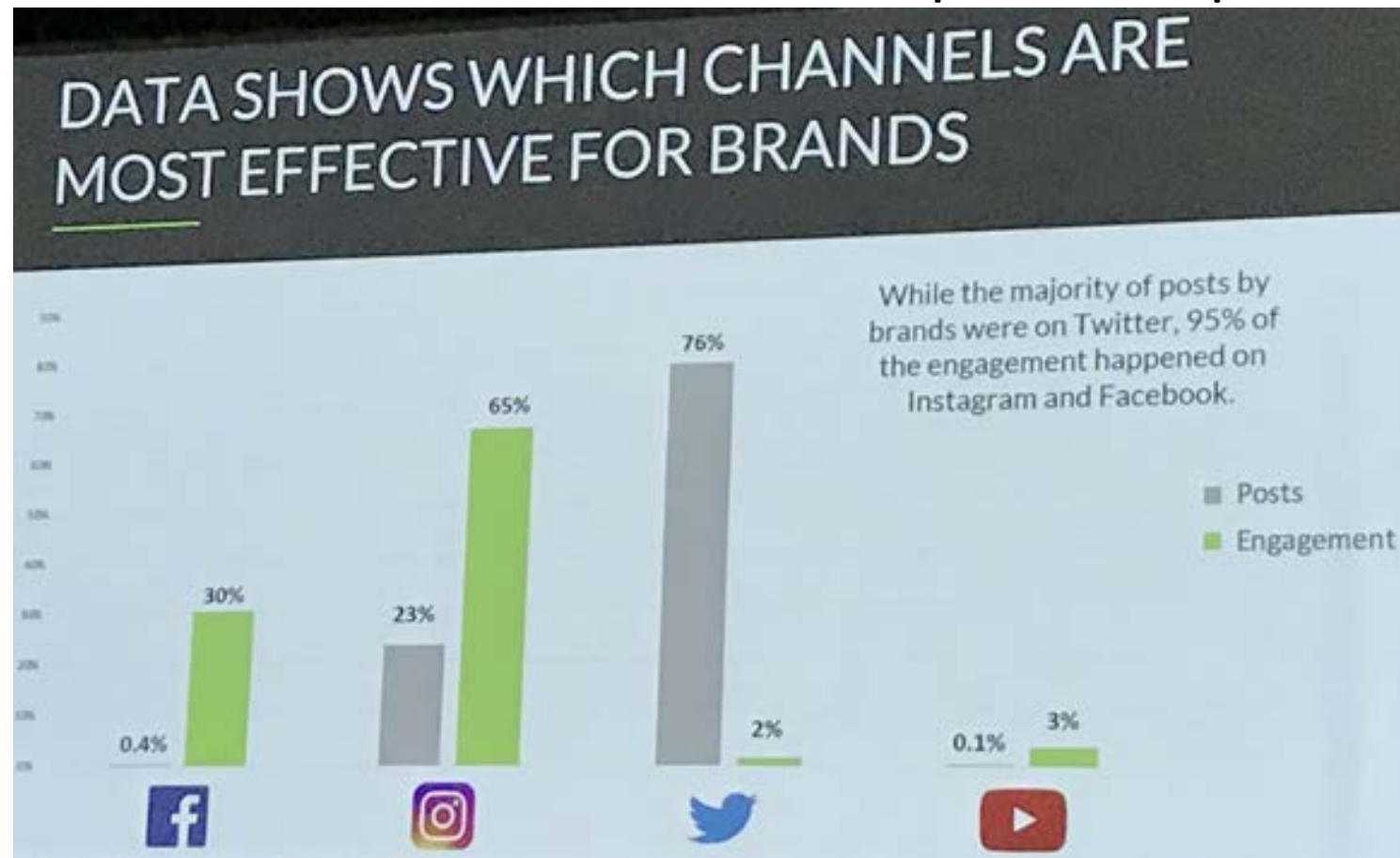
„Spontech“

ROI = Return On Investment



Nejefektivnější sociální kanály pro značku

- 98 % marketers will activate sponsorships through social media in 2018



Sociální zapojení přináší hodnotu

SOCIAL ENGAGEMENT DRIVES VALUE

The Hookit Valuation Model measures and values social media content with brand promotion.

Promotion quality is determined by:

- Size & placement of logo / brand mention
- Clarity of logo
- Crowding / competition

Oklahoma City Thunder **\$35.1K**
VALUE

Russ scored 15 of his 31 in 4th. **@budweiser** Photo of the Game.

10/22/17

0 45.6K 145 0

No more Consumer-based sponsorship model



PERFORMANCE-BASED SPONSORSHIP DEFINED

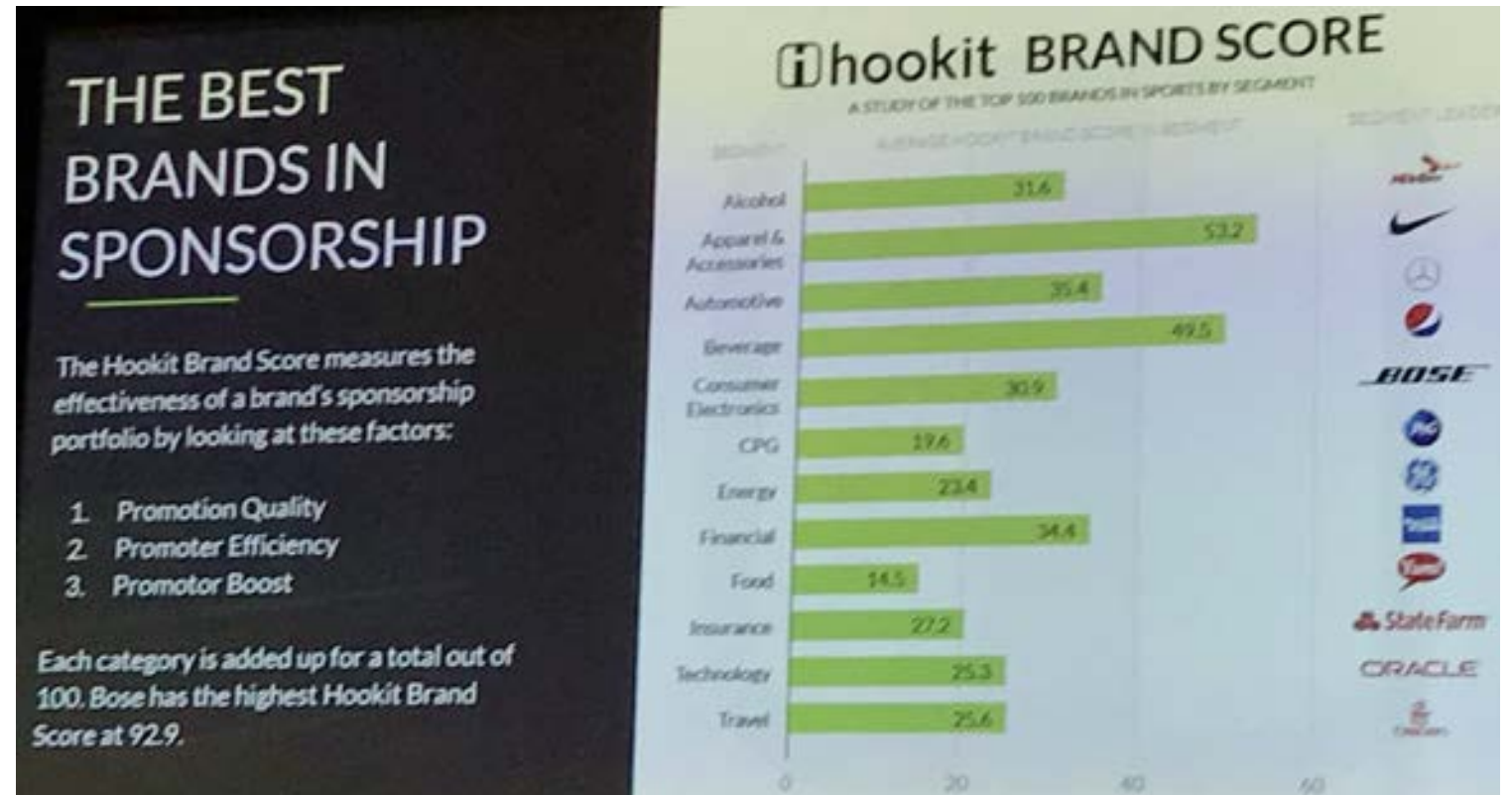
Performance-based sponsorships have incentives for sports properties to achieve certain goals. Such goals can be:

- **On-field performance**
 - Winning games
 - Making the playoffs
- **Off-field performance**
 - Driving more engagement / value for the brand

Analytics culture

Faktory pro měření efektivity sponzorství:

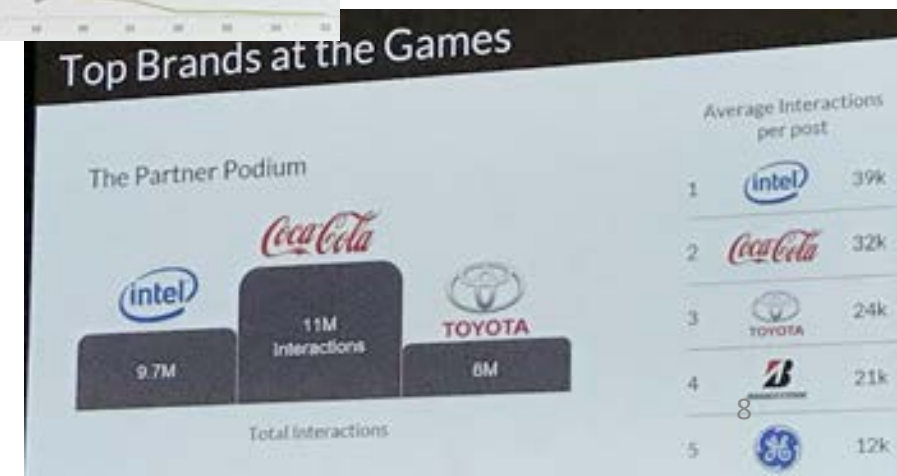
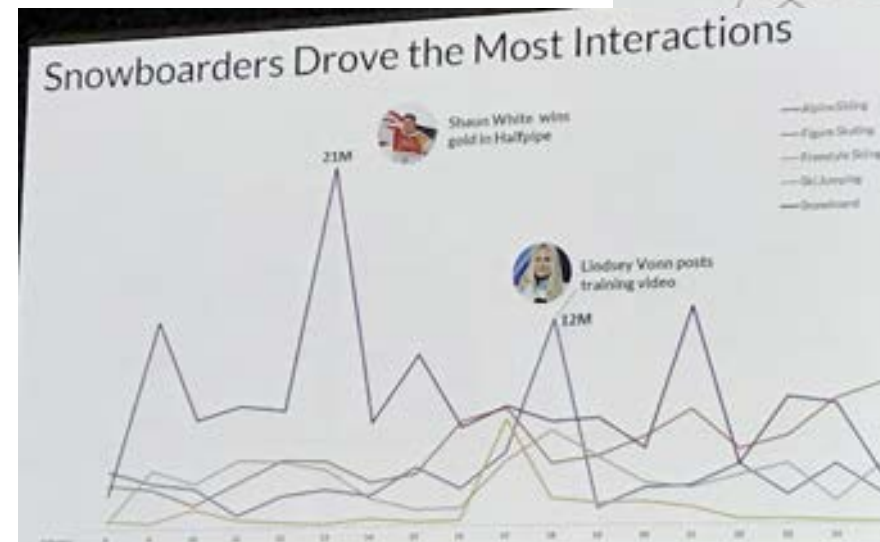
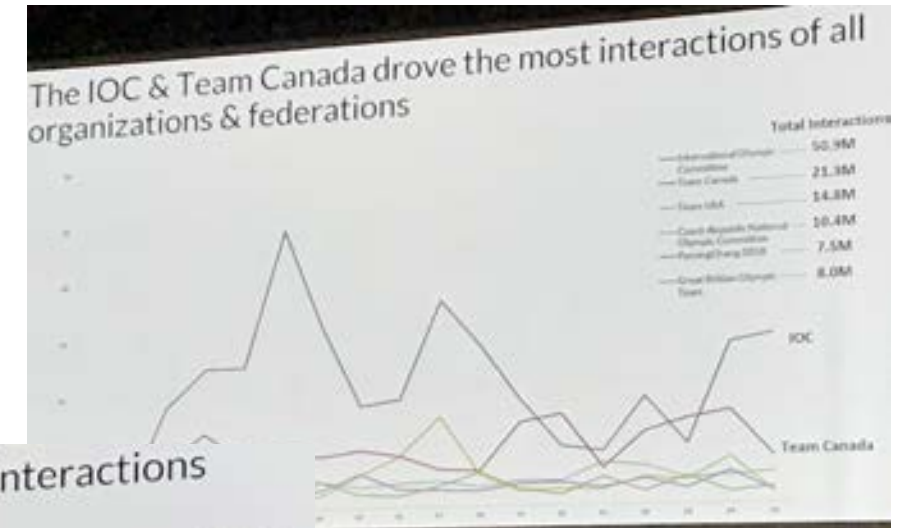
- Promotion quality
- Promotor efficiency
- Promotor boost



ZOH 2018

Interakce na sociálních sítích

- Nejúspěšnější organizace a federace
 - IOC
 - Team Canada
- Nejúspěšnější sport
 - Snowboarding
- Nejúspěšnější značka
 - Coca Cola, Intel, Toyota



Budoucnost sponzorství

- Dopad sponzorství se mění
- Je nezbytné přijímat nové technologie
- Zaujetí fanoušků je možné měřit v reálném čase

- Sponsorship impact is moving from in-venue and TV exposure to engagement on social and digital media
- Rights holders need to adopt technology to prove their worth in an ever changing digital world and brands will lead the charge to properly value their investments
- Fan engagement can be measured in real time, providing live analytics and ROI for ongoing campaigns. Optimize during the life of the sponsorship will increase the likelihood of delivering on the impact of sponsorship..