Email: info@gatewayconsulting.com | Phone: +96522968641
https://gatewayconsulting.com

MEASURING ROI IN SPONSORSHIPS

Start Date:	07/09/2026	**End Date:**	11/09/2026
Categories:	Sales & Customer Service	**Venues:**	Amsterdam
Formats:	In Person	**Instructors:**	

OVERVIEW

This course equips participants with the tools and frameworks needed to measure, analyze, and report the return on investment (ROI) of sponsorships. It emphasizes linking sponsorship outcomes to business goals and using metrics to guide strategy and renewals.

OBJECTIVES

By the end of this course, participants will be able to: – Define and select key performance indicators (KPIs) for sponsorship success. – Track audience engagement, lead generation, media value, and brand lift. – Use surveys, analytics, and reporting dashboards to gather data. – Link sponsorship activities to tangible business outcomes. – Communicate results effectively to stakeholders and sponsors.

COURSE OUTLINE

1- Introduction to Sponsorship ROI: What to Measure and Why 2- Metrics and Data Collection Methods 3- Attribution Models and Business Impact 4- Building Dashboards and ROI Reports 5- Using ROI Insights to Strengthen Renewals

TARGET AUDIENCE

All Supervisory Levels, Sponsorship managers, partnership leads, marketing analysts, event organizers, and brand strategy teams.

METHODOLOGY

ROI model creation, dashboard walkthroughs, sponsor reporting templates, case analysis, and survey design exercises.

CONCLUSION

Participants will leave with a complete framework for measuring and communicating sponsorship value in clear, strategic terms.

DAILY AGENDA

Day 1: What is Sponsorship ROI?

Define ROI in the context of modern sponsorship and align with brand and sponsor goals.

Day 2: KPIs That Matter

Select metrics that reflect performance, exposure, and engagement value.

Day 3: Capturing the Data

Build systems for surveys, analytics, and real-time feedback collection.

Day 4: Reporting for Impact

Create reports and visual dashboards that communicate results clearly.

Day 5: From Insight to Renewal

Use ROI insights to justify spend, secure renewals, and refine strategy.

For more information, please contact us:
Email: info@gatewayconsulting.com | Phone: +96522968641
https://gatewayconsulting.com