

MEASUREMENT OF SPONSORSHIP EFFECTIVENESS AND ITS VALUE: GOING BEYOND  
RETURN ON INVESTMENT AS AN EVALUATION TOOL

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**Abstract**

The purpose of this paper is to determine factors currently used by companies when measuring sponsorship effectiveness and its impact on brand image in offering results beyond ROI. Using grounded theory approach, mental maps between marketers from South Africa and Japan were developed and compared. Results showed three factors (awareness, perception and engagement) being used in measuring sponsorship effectiveness in both countries, however the execution of those factors were different between aggregate maps, resulting in different measurement metrics being chosen which saw some results providing an outcome beyond ROI and in some instance producing the traditional ROI scores.

Due to limited resources and sample sizes, future research needs to examine if these three factors can in fact be utilized across varies objectives to measure sponsorship effectiveness.

For marketers these findings can help elevate their current sponsorship results in addition to the traditional ROI score, while providing great insight into the sponsorship property's performance.

This is the first paper to conduct this type of qualitative in-depth look into sponsorship effectiveness while also exploring the measurement of sponsorship beyond ROI.