



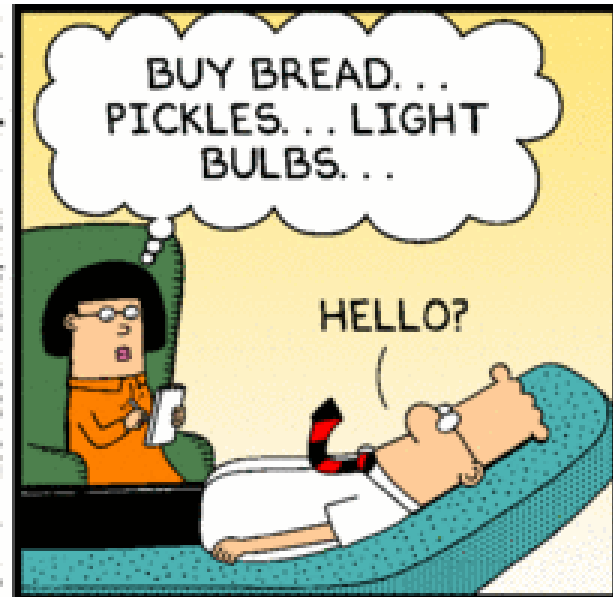
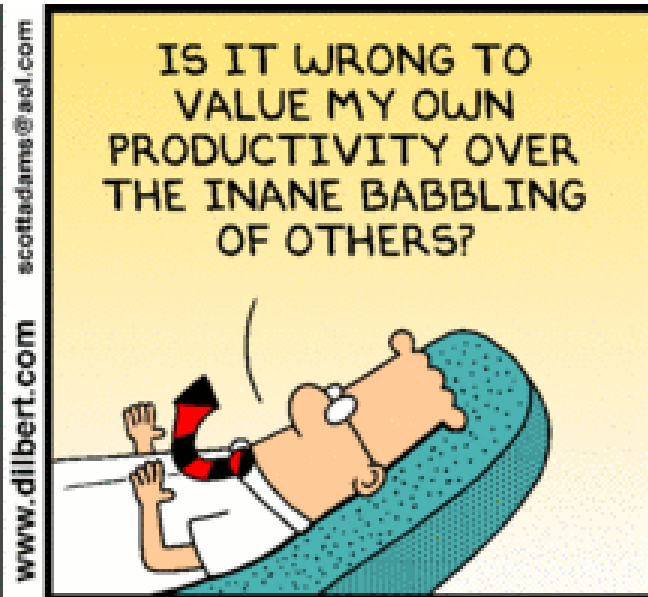
How to Win Back your Time & the Game

Sponsorship Management System

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**How do You Win Back your
Time & the Game?**

MULTITASKING?



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2%

Studies show that only 2% of people can actually multitask effectively.



98%

For the remaining 98% of people:
Multitasking can do more harm than good.

Trying to focus on more than one thing causes a 40% drop in productivity.

lowers IQ

And studies show that while working, being distracted by incoming calls or emails lowers a person's IQ by 10 points.



The equivalent of missing a night of sleep.

And twice the effect of smoking marijuana.

SPONSORSHIPS

COMMUNICATION

MANAGE

VALUATION

FILTER

BUSINESS INTELLIGENT

STREAMLINE

PRIORITISE

PROUVE

MEASUREMENT

ROO

PRODUCTIVE

MAXIMISE

EMOTIONS

RESEARCH

OPTIMIZE

CLIENTS

TRANSPARENCY

SELL INTERNALLY

COMMUNITY

EVENT MANAGEMENT

BENCHMARKS

EFFICIENT

AUTOMATE

METHOD

RESPONSIVE

INCREASE YOUR PERFORMANCE

SOCIAL MEDIA

STRATEGY

EVALUATE

BUDGET

ROI

REPORT

SHARED KNOWLEDGE

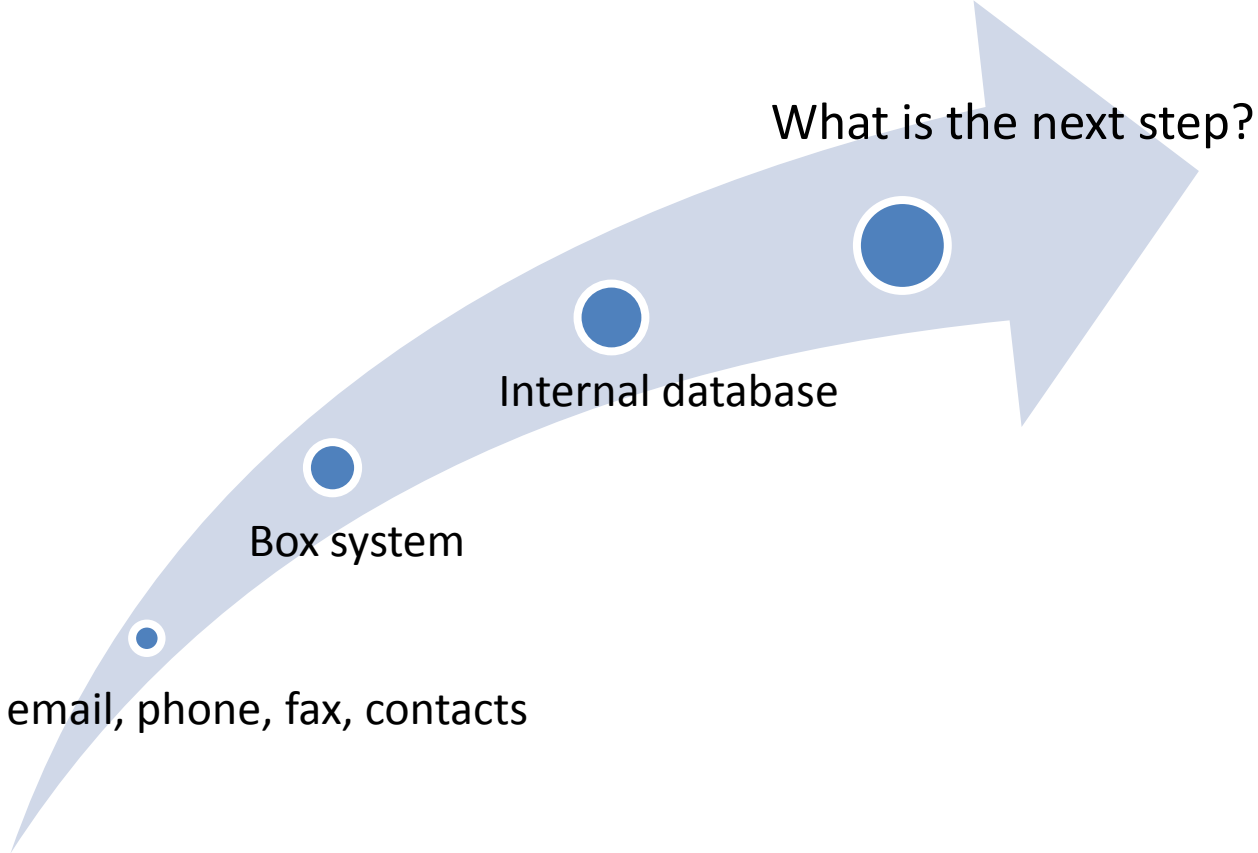
PORTFOLIO

AMBUSH

ENGAGEMENT

COOPERATION

PARTNERSHIP



Evolution of Sponsorship Management System

Sponsorship is a Service

Systemic Environment

Different Actors-Stakeholders

Multi-Layered Activities

The Next Step is...

**Process Automation
&
Added Value Tasks**

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Pillars of Sponsorship Management System

FILTER

**Thousands of Sponsorship
Opportunities a Year
Getting Numerous Phone Calls
Everyday from Properties**

FILTER

Clear Sponsorship Policy on your Web Site

Clear Definition of KPIs

Publish an Online Submission Form

EVALUATE

Intuition

No Approved Key Criteria or Objective

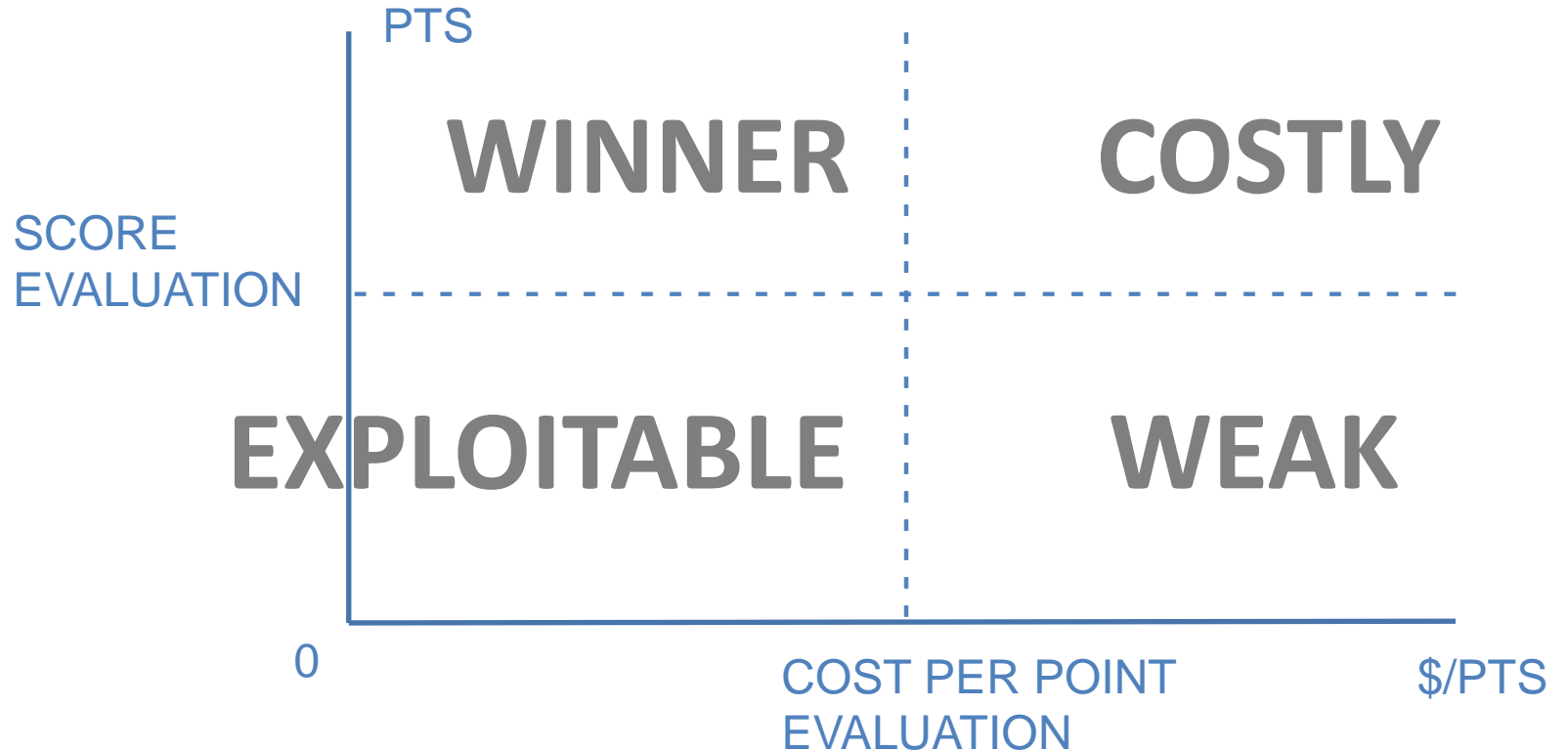
EVALUATE

Identify Key Objectives

Prioritize Your Objectives

Weight Them Accordingly

EVALUATE



MANAGE

No Control over the Process

**No Clear Definition – Activities &
Duties**

Difficulty to Measure

MANAGE

**Organizing – Activities, Roles &
Coordination**

**Measurement – Controlling &
Benchmarking**

REPORT

Lots of Adhoc Reports
No Reporting Ownership
No Data Ownership

REPORT

**Create a List of Needed Reports with
Management**

Circle Back to your KPIs

Have One Reporting Guru

Keep it Simple !!!

Fresh Pasta – Dating 12TH Century

Ingredients:

Flour

Eggs

Olive Oil

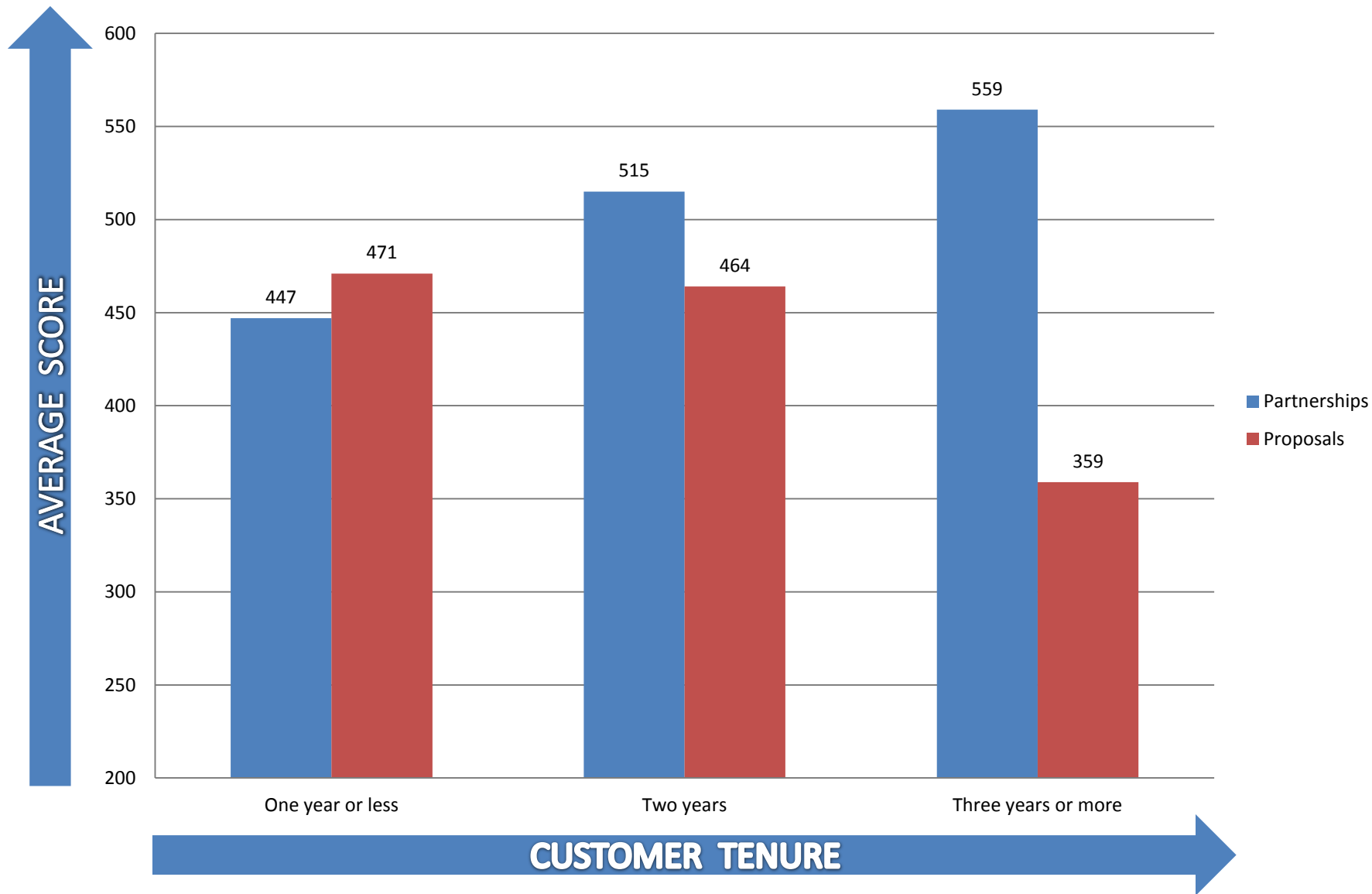
Real Data

116 Brands

85,000 Sponsorship Opportunitites



Pillars of Sponsorship Management System

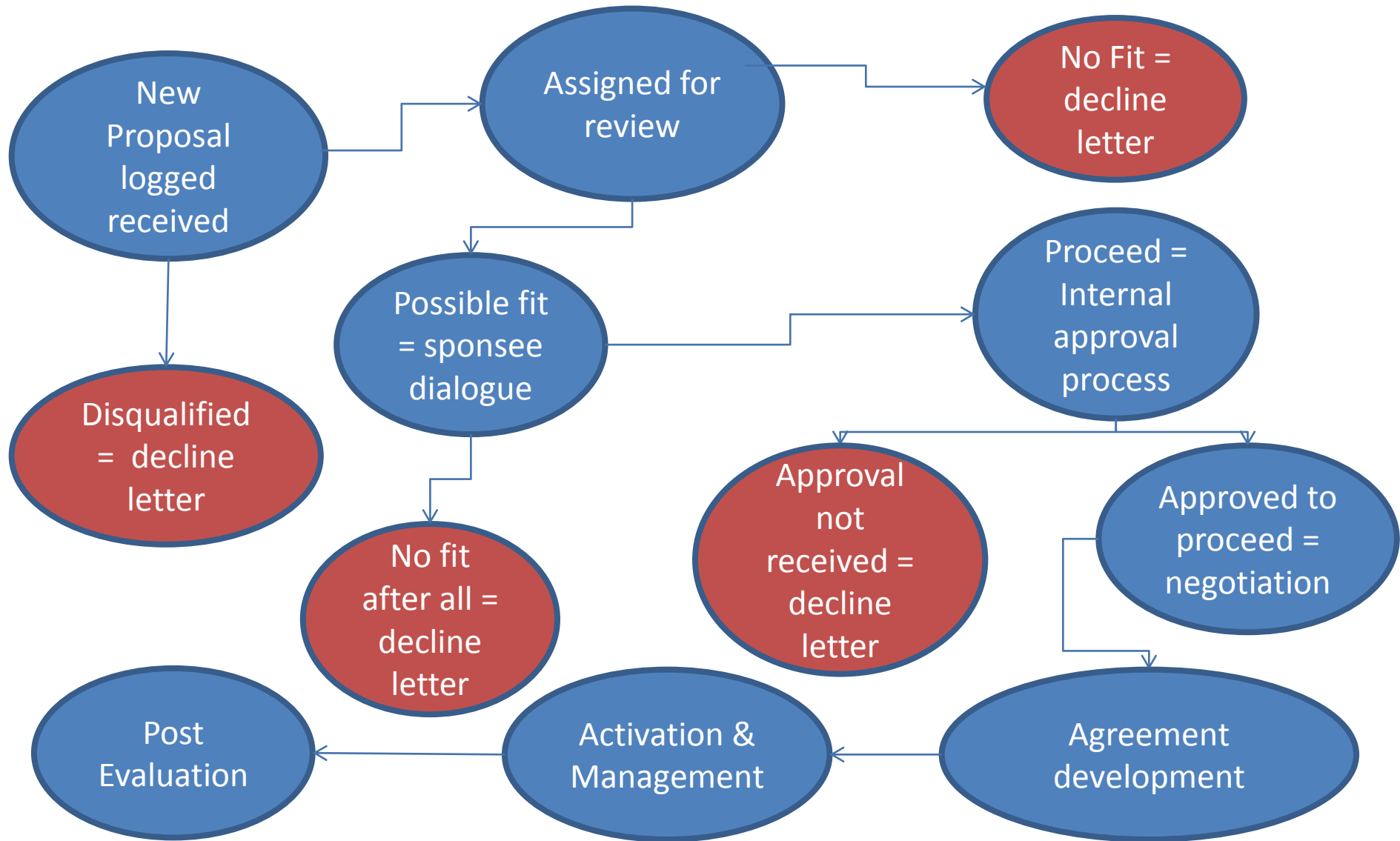


Now – Real Life Examples



Now – Real Life Examples

**Chrystal Robert
Lucie Lamoureux**





Thank You

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