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**METRICS FOR YOUR SPONSORS**

When a company sponsors an event, they want to

measure their return on investment. The most

common metrics used to measure sponsorship ROI is

to evaluate the amount of exposure the sponsor

received throughout the campaign.

* Put together a comprehensive list of any marketing materials featuring their logo, and the number of impressions it received.
* Give examples of other businesses (in the same industry – if possible) that have banner ads on your website and print the metrics of how many clicks that banner received.
  + Email blast | Sent on May 15 | 1,300 opens
  + Direct Mail | Mailed on May 20 | 1,000 recipients
  + Facebook Post | Posted on May 23 | 400 likes