

Sa Sponsorship audit

About sponsorship audits from Four

Four advises organisations about all aspects of sponsorship and helps organisations across multiple industries to understand the role of sponsorship and how it fits with other marketing communications disciplines.

We identify the most appropriate potential sponsorship sectors for the business - for example, sports, arts, music, CSR, broadcast, or education. Four then uses this to make recommendations on the merits of aligning with a single sponsorship versus a portfolio approach, which aids us in assessing the comparative risks and rewards of aligning with an existing sponsorship property or adopting a tailor-made approach.

Our approach systematically compares shortlisted sponsorship properties and make recommendations and offers support with negotiations and contract development.

We ensure a deeper understanding of audiences and their interests using our Mapper360™ social and digital insights methodology.



CHUBB®

Case study

Chubb Private Clients

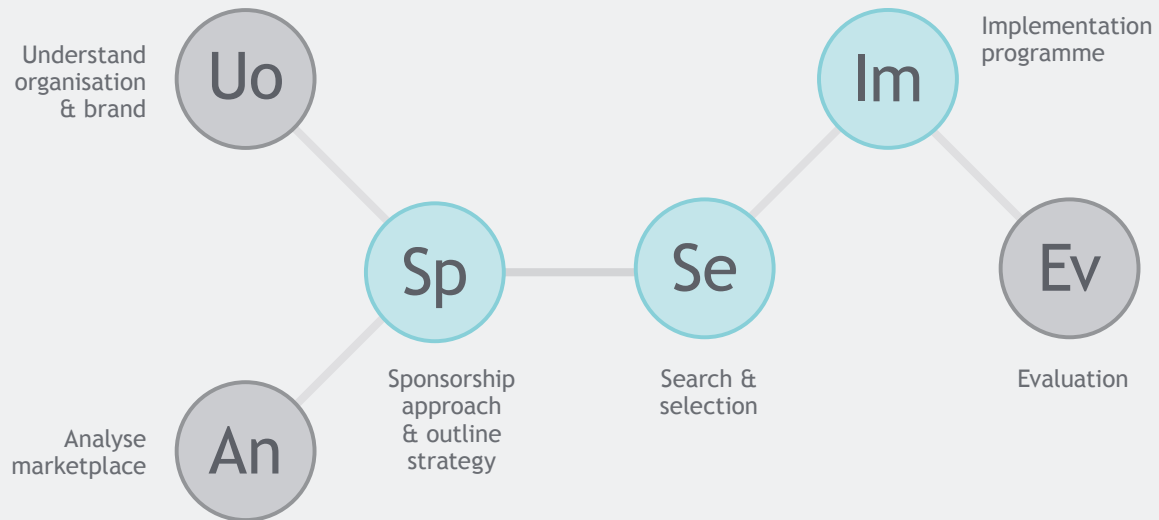
In 2016-17, we undertook sponsorship consultancy and auditing for Chubb Private Clients.

This was a phased process that included:

- audience analysis of High Net Worth and Ultra High Net Worth Individuals using Ipsos MORI and TGI data to ascertain interests and passion point
- identification of brand and business objectives and alignment with product categories
- competitor analysis against insurance competitors
- shortlisting and filtering sponsorship opportunities across sport, culture and a fusion of food and music
- comparison of sponsorship properties in the identified sectors using our Sponsorship Selection Model which shortlisted three properties
- negotiations with identified properties

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How it works



Pricing

Sponsorship audit typically lasts 1-3 months with a cost range of £5-£15K. Mapper360™ is an additional cost.

Other products from Four

Bc Brand champions	Ev Events creation and management	Se Search engine optimisation	An Animation	Mt Media training
Sc Social content and assets	Pt Presentation training	Sc Select committee training	Cv Corporate video	Aw Awards
Po Podcasts	Im Issues management	Bw Brand workshop	Pe Penetration testing	

Contact

If you would like to find out more please email FourElements@fourcommunications.com

Key team members



Piers Bracher
Client services director

Piers is a client services director in our creative & digital practice. With a strong focus on managing relationships with senior clients, Piers brings strong brand leadership process to campaign planning.



Catherine Eastham
Practice director

Catherine joined Four in March 2011 and has over 13 years' experience in sponsorship and partnership marketing.