

Experientially Activate To Win At Sponsorship Marketing

Within tight budgets, rights fees are long term commitments and activation budgets can come under pressure.

Event Key Metrics	Region 1: Signage Only	Region 2: Signage & Activation	Residual Impact of Activation
Event Health	61%	87%	1.4x Lift
Brand Love	28%	57%	2x Lift
Brand Conversion	12%	57%	5x Lift

Source: IMI database 2005, case study

IMI Implication:

Activation is key to leverage results from property or sponsorship rights. Beyond rights fees, ensure resources are secured to activate, demonstrate and engage your event audience.

