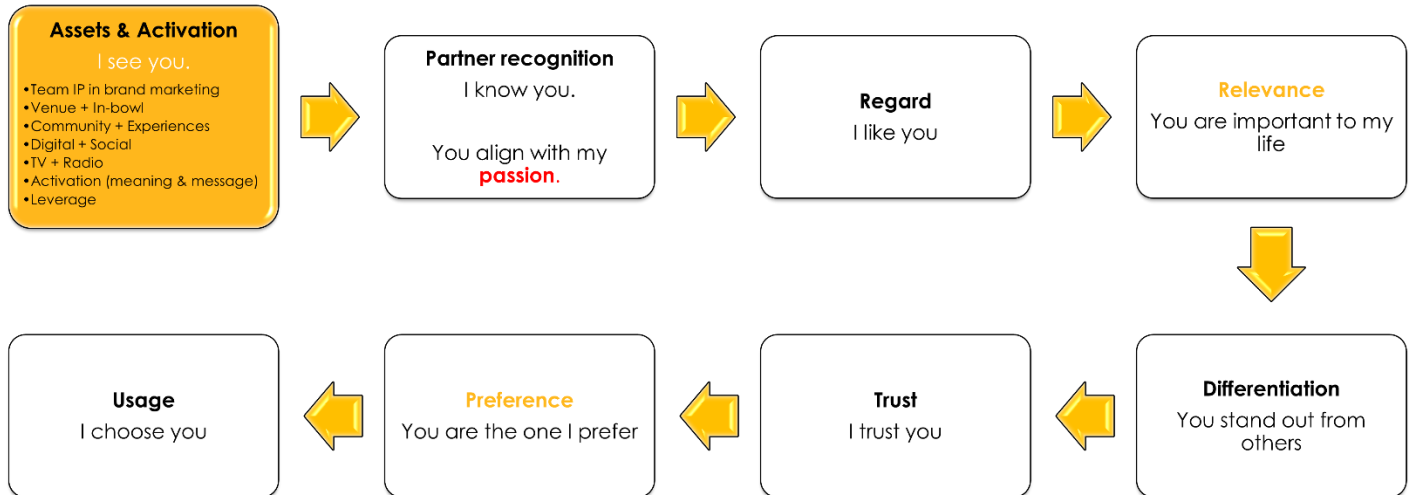


How do fans see sponsorships?

This communication model works for any relationship, whether between fan and brand or you and your significant other. You are the sender. They are the receiver.



From the receiver's point of view:

First, I must see you.

If a sponsor is only seen on gamedays at the venue, the [brand misses 85-90% of the audience](#).

Second, I must recall and recognize you.

Seeing is not believing. Or remembering. Fans see up to [10,000 messages](#) a day. We retain a fraction. When you align with my passion I feel like I know you.

Third, then you become relevant to my life.

[76% of consumers](#) are more likely to buy when they feel the brand connects with them.

Fourth, now you stand out from the competition.

Differentiation is 105% higher for brands fans own or use compared to those they don't.

(Source: Wakefield, N = 1,743,456 brand observations).

Fifth, and I trust you.

[Two-thirds of consumers](#) must trust the brand for repeat purchases.

Sixth, I prefer you over others.

A one-point change in brand preference is equal to a half-point change in brand usage. A 10-point change in brand preference (e.g., 60/100 to 70/100) adds 5% more fans as customers.

(Source: Wakefield, N = 1,743,456 brand observations).

Finally, I choose you.

These brand equity scores predict stock market price, net income, market share, customer acquisition and retention. Read more [here](#) and [here](#).

Steps From Brand to Mind

Taken together, this model correctly classifies 84.5% of fans as users of the sponsor's products or services. That means we can predict who will be Ford car owners, Nationwide insurance policy holders, Chick-fil-A regular customers, PNC Bank account customers, and all other types of ownership or usage among sponsors.

How to evaluate sponsorship research



We've given a few good reasons to trust Wakefield research. Maybe you're considering others or just doing your own research. Some good questions to ask research suppliers or yourself if DIY:

1. **How will you sample the audience to reflect the entire fan population?** [Read about that here.](#)
2. **What are your measures? What is the source of the measures?** The measures we use (brand regard, relevance, differentiation, trust and preference) are established marketing constructs used by national brands and agencies for decades (see [Mizik & Jacobson, 2008](#); [Stahl et al, 2012](#); [Wakefield et al. 2020](#)). If people don't know or can't cite sources, that's concerning. Why might that matter? Because we want to know...
3. **What do the measures predict?** Valid measures reliably explain or predict important outcomes. In sponsorships, the most important outcome is if fans buy more of the sponsor's product or services. Other objectives leading to purchase, such as consideration or recommendation, are also important. If researchers cannot offer data to show predictive power (i.e., that X causes Y), that says either they don't have it or are unable to calculate it.

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