

The UK Sponsorship Awards 2020

Best Use of Research and Evaluation in a Sponsorship Campaign

This category will be judged against the following criteria:

Sponsorship scope and objectives: What were the objectives of the sponsorship and how were these to be achieved (scope of activities)

Aims of the Evaluation: What were the key aims of the evaluation

Scope of evaluation activities: What evaluation activities were used to achieve the aims. What role did each of the activities have in contributing to overall learnings?

Evaluation design considerations: What factors were important in determining the type of evaluation conducted; what options (e.g. media valuations, market research...) were considered, and why/how was the eventual programme selected?

Brief outline of data collected/generated: a brief overview of the results, or type of data collected, with annotation where appropriate as to how this data answered the original objectives.

Conclusions drawn and actions taken: How did the evaluation meet the objectives of the brief, and how it was used; what decisions or strategies were taken or amended or re-confirmed based on the results; in the case of evaluation or effectiveness research, what did the results demonstrate and has this/will this impact on future sponsorship campaigns?