



## What does Asset Evaluation mean?

Events are an integral part of everyone's culture, whether business or pleasure, whether personal or professional, whether for profit or nonprofit. And, in many instances, the event organizer wants to generate sponsorship dollars to pay for the event while, at the same time, providing benefits and value to that sponsor in return for their partnership with them. Those benefits accrue because of the value of the assets being offered for that partnership. (By the way, sponsorship is a partnership whereby each side benefits!).

What is an asset? Let's take a golf tournament ... tickets to the event, putting contest, hole signage, cocktail hour, golf cart signage, banners, posters, flyers, audio announcements at the event, radio PSA's (if you are a nonprofit), websites, social media, golf foursomes, dinner, awards recognition...all of these things have visibility. With the sponsors' names on these assets it is valuable advertising while at the same time being associated with a worthwhile and/or fun event! One of the easiest ways to value assets is just to know the cost per thousand impressions, as used in the industry, and work out the value that way. (In my book *HOW TO BE SUCCESSFUL AT SPONSORSHIP SALES* there is not only a whole chapter with these dollar amounts but also a sample asset inventory form in the appendices.)

Or, say you have a building and/or a sports and activities property that needs naming rights. When we worked with the Pennsylvania and Oregon park systems we identified path signage, benches, annual program directories, radio and TV coverage, public relations, social media, hyperlinks on websites, identification with a specific program (i.e. Wilson with the summer tennis camps), and then all the collateral that promoted the various programs, both vertically and horizontally. Again, the value was in being associated with something that satisfies a need and provides a positive relationship and awareness. For the park systems with whom we worked the asset inventory occupied two full pages!

Doing asset inventory allows you to have a very positive and reinforced idea about the value of your sponsorship or partnership. And, it's easy because you aren't guessing what your property is worth ... you **KNOW** its worth because of this simple activity! Let me know if I can help you!

P.S. ... by the way when you price your sponsorships this way your renewal rate soars!

**Allow me to teach you how to do asset evaluation!**

Call me at 732-946-2711

Happy  
Easter!



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