



Calling the Shots on Impact

Creating Value for Sponsors and
Communities through Sport

Sport is at the heart of communities, and sponsors are the life-blood of sport. In today's world, sponsors need to see a return on their investment beyond basic advertising exposure or association with a winning team; they want to play a positive role in communities.

Calling the shots on impact will help demonstrate how sport creates positive change. Thinking about impact from the start of sponsorship through to the end can help sports organizations create and explain to sponsors - as well as to communities, employees and fans - the difference that sport makes to society.

What are impacts?

Impacts are the short- and long-term changes that organizations create. This change can happen directly through an organization's own operations and programs or indirectly through its value chain – from suppliers through to players. Positive impacts create value for people and the environment, while negative impacts are harmful. Understanding, measuring and communicating these impacts is a huge opportunity for sports organizations.

For example, Super Bowl 50's "50 Fund" program raised an incredible \$13 million to provide opportunities for low-income communities in the San Francisco Bay Area. An impact assessment would further validate and enrich this story.

Analyzing and communicating how lives actually changed for these communities would show the real value of the support provided.

Many sports organizations talk about how they are **"transforming communities"**, **"raising hopes and dreams"** and **"improving lives"**. But how do you know if programs are really creating jobs, providing educational opportunities for children or combatting climate change?

Discovering, measuring and analyzing such impacts can help you create and find credible stories that added real value, making your team and sponsors proud.

Why paying attention to impact is important for your team

Win over the fans

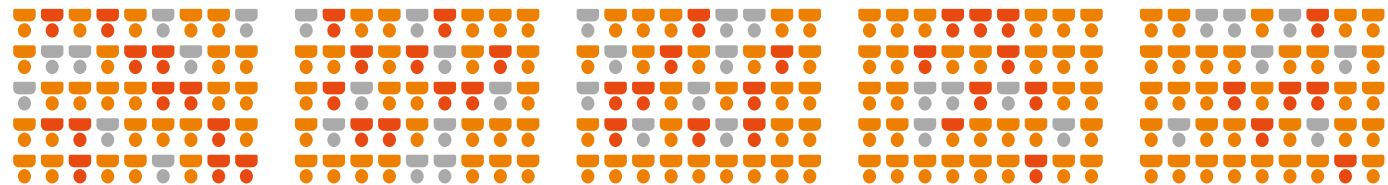
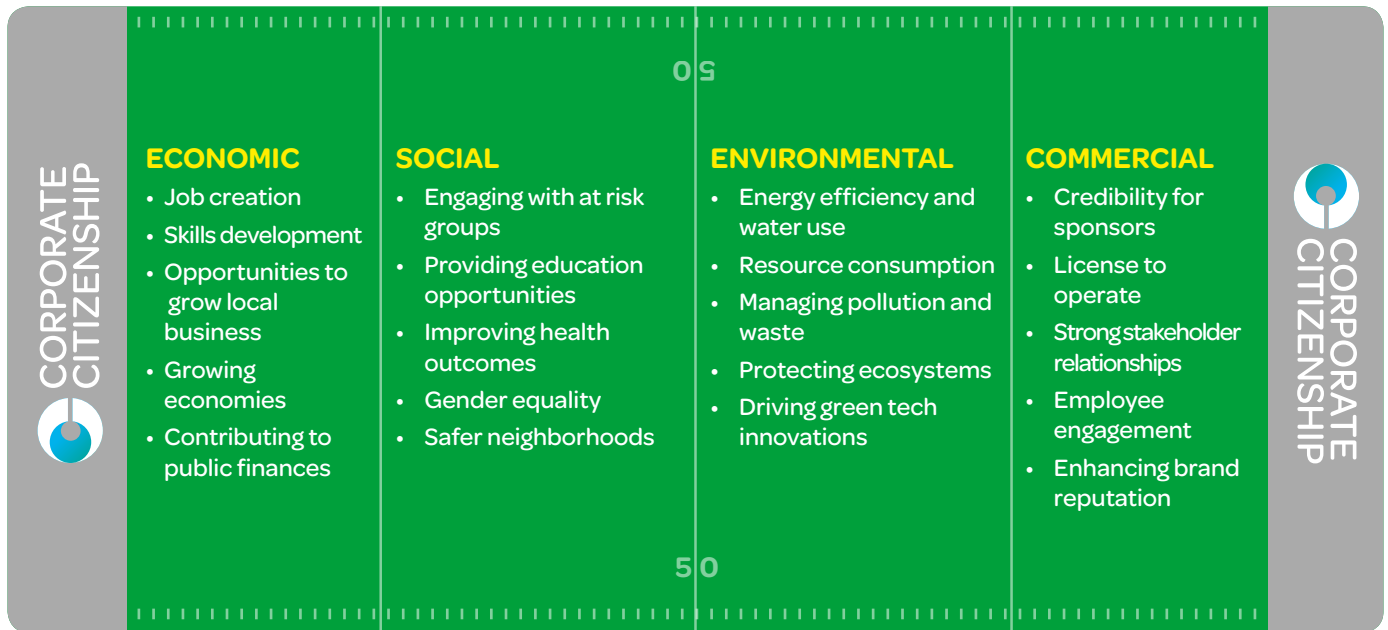
Fans want to feel that the team whose colors they bleed is making their community a better place to live. Organizations can benefit from sharing their story about how they are creating value for society.

Managing reputation and risk

Sport isn't always immediately welcomed by local stakeholders. Organizations and their sponsors can build strong foundations from which they can respond to criticism, stand up to scrutiny, or build goodwill – ensuring you keep your license to operate.

Raising the bar

Sport is about pushing to do better every time. By looking at impact, team executives, event directors and sponsors will get a unique view into where their programs are strong and where their value can improve, using data to drive strategic decision making.



How Corporate Citizenship Adds Value with Impact Assessments

Calling the shots on impact is about setting yourself up for success, gathering the right data, performing rigorous analysis and communicating your efforts credibly. Sports organizations, sports executives, and tournament directors can use impact assessments to demonstrate to their sponsors the value created for society. In order to achieve this, Corporate Citizenship can work with you to provide:



Strategic Sponsorship Program Design

We provide early stage input into sponsorship program design. We can help determine where you want to drive change, how to structure programs to achieve the desired change, what you should measure and how to measure it. This will help you create programs with sponsors that have real impact.



Tailored Measurement Frameworks

We help organizations collect, analyze and communicate data on economic, environmental and social impacts. We work with organizations to create and implement tailored frameworks and toolkits. By having robust measurement capabilities, you can capture the real value of the programs with your sponsors.



Program Assessment

To know what value you created for society, you must assess it. How did your community benefit as a result of your sponsorship program? Validated data can inform marketing activities along with providing you with a better understanding of what you have achieved, and how to improve your programs to add even more value.

Corporate Citizenship

Corporate Citizenship is a global management consulting firm specializing in sustainability and corporate responsibility. The team uses expert insight and a simplified approach to sustainability to deliver growth and long-term value for business and society. With teams in London, Melbourne, New York, San Francisco, Santiago and Singapore, we work with clients on both a local and global level to achieve their commitments to responsible business behaviors and sustainable practices. We advise on a number of areas including strategy, community, engagement, environment, supply chain, socio-economic impacts, reporting and assurance – helping clients to make the smart choices that will enable them to survive and thrive in an increasingly challenging business environment.



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