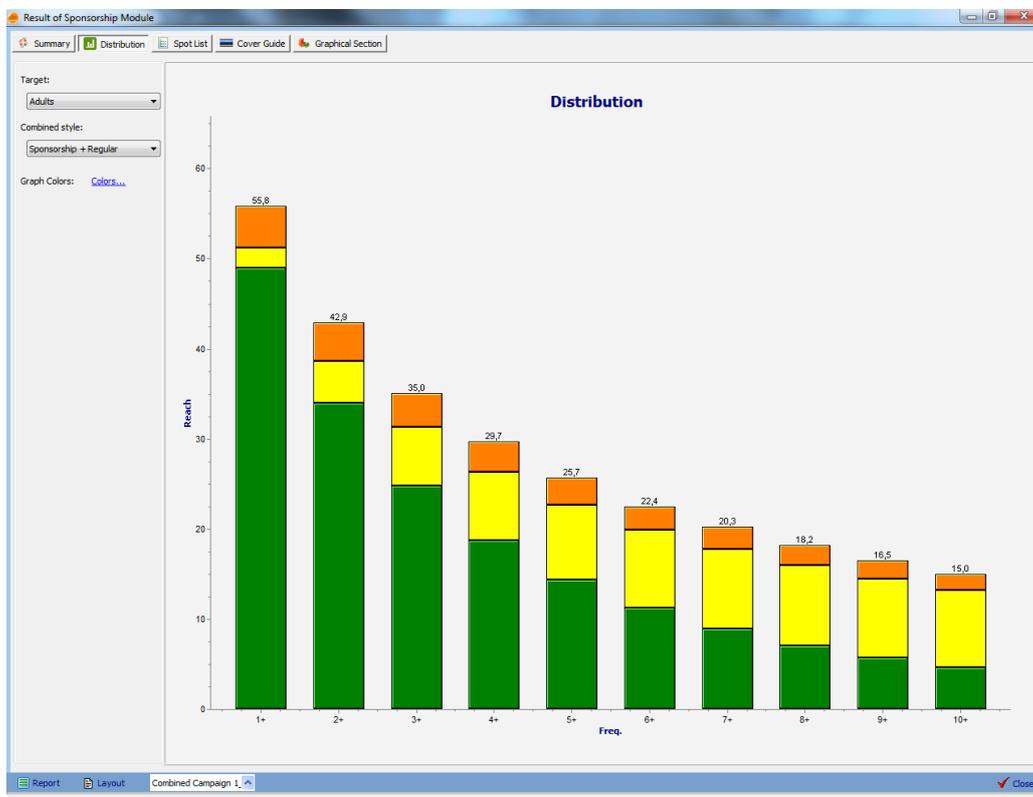# sp Sponsorship module
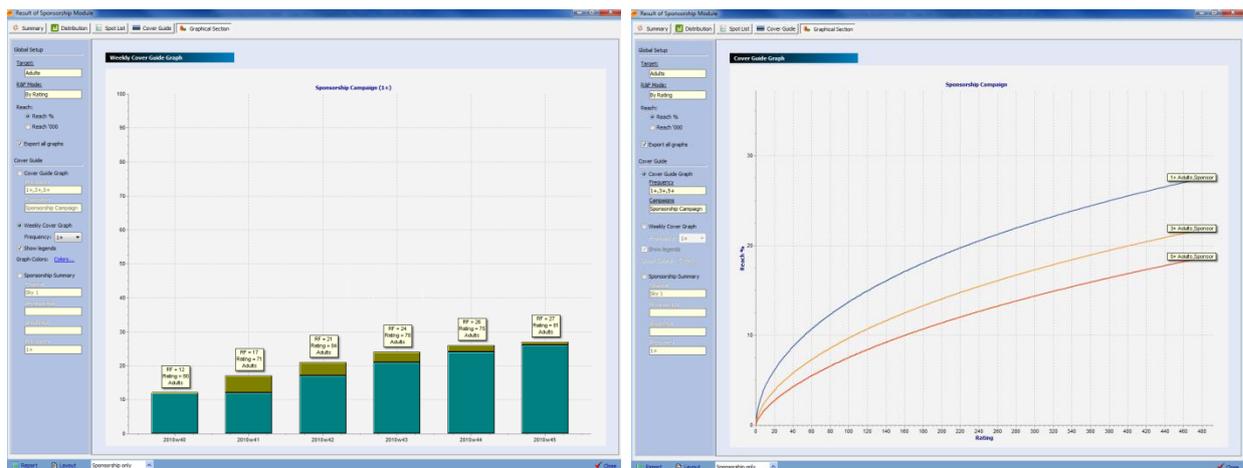## Sell sponsorship with solid data

Traditionally sponsorship has mainly been sold on emotional arguments, this tool allows you to back up the arguments with solid ratings and reach figures.

Sponsorship campaigns builds reach and frequency differently than regular spot campaigns which makes it a challenge to estimate.

Furthermore sponsorship campaigns needs to be tied in with regular campaigns and promo campaigns to see the overall impact and reach.

The sponsorship module allows the user to easily estimate ratings, reach and cost whether you are considering sponsoring a specific program or all programmes within a certain daypart, estimate reach value of ROS sponsorships and in addition you can combine it with other on-air activity to see the overall impact.

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The general features of the systems are:

- Fast and accurate estimation based on actual minutes instead of average programme ratings

- Estimates both ratings and reach

- Includes scenarios for a variety of different sponsorship packages such as daypart packages, Run of station, fixed insertions etc.

- Subjective scaling of ratings and reach after estimation

- Estimate full impact of combined sponsorship, promo- and spot campaigns

- Option to evaluate a sponsorship value compared to regular campaigns based on cost and reach

- Simulate scenarios with different channels splits and budgets

- Fast and easy estimation of all programmes within a daypart

- Easy to adjust algorithm in order to reflect several sponsors on a programme or if billboards only appear in every second break etc.

- Programme summary – avg. program ratings, avg. billboard ratings, no. of programmes, breaks, spots etc.

- Powerful graphics

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