

# CSLS SURVEY PREPARATION AND SUPPORT

Over the past few years of the CSLS, we have received a number of questions and comments related to completing the survey and the information required to do so. Thus, in order to help you complete the survey, we have put together the following lists of the information/types of data you should be ready to comment on prior to starting the survey. Note that the survey largely asks about the 2018 year.

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## FOR SPONSORS

- Total annual sales
- Percent of overall marketing communications budget spent on sponsorship
- Number of sponsorships invested in and their breakdown by industry
- Amount invested annually in sponsorship rights fees
- Breakdown of Cash vs. Value-In-Kind sponsorship
- Percentage of sponsorship budget spent on evaluation, activation and servicing

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## FOR AGENCIES

- Estimated annual billings of your organization
- Number of sponsorship clients annually
- Total annual billings for sponsorship related work
- Percent of total billings that is sponsorship
- Your clients' activation preferences

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## FOR PROPERTIES

- Approximate annual budget
- Sponsorship rights fees received and anticipated
- Number of sponsors received revenue from
- Allocations of sponsorship revenue for activation, evaluation and servicing
- Percent received from for-profits vs. not-for-profit sponsors

For More Information Contact The Lead Researcher on the Study:

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