

## The Activation Inventory





Score your current sponsorship packages against 10 criteria for modern, data-driven activations. Circle one response per row.

**How to use:** For each criterion, circle Yes (2 pts), Partial (1 pt), or No (0 pts). Total your score at the bottom and check the interpretation guide.

CRITERIA	YES (2)	PARTIAL (1)	NO (0)	SCORE
1. Does the activation capture <b>identified</b> fan data? (not just aggregate counts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
2. Can the sponsor see results in <b>real time</b> ? (not end-of-season reports)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
3. Is there a <b>digital follow-up</b> mechanism after the physical moment?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
4. Does the activation work <b>without requiring an app download</b> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
5. Can the activation <b>scale without adding staff</b> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
6. Is there a clear <b>data handoff to the sponsor</b> ? (leads, not impressions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
7. Does the activation create a reason for <b>repeat engagement</b> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
8. Can you <b>A/B test or iterate</b> the activation mid-season?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
9. Is the activation tied to <b>merchandise fans already own</b> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—
10. Can you <b>attribute sponsor ROI</b> to specific fan interactions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	—

**TOTAL SCORE** \_\_\_/20

### Score Interpretation

-  **16-20** Your activations are best-in-class. Sponsors receive identified fan data with real-time attribution.
-  **10-15** Strong foundation with clear upgrade paths. Focus on closing gaps in real-time reporting and data handoff.
-  **5-9** Significant gaps in data capture. Sponsors are relying on estimated impressions for most activations.
-  **0-4** Your sponsors are flying blind. No mechanism connects their investment to measurable fan interactions.

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