



SPONSORSHIP NETWORKS

- The BCNED Team offers an innovative approach to analysis of events and sponsorship by looking at patterns and networks.
- Our maps of events and sponsors will enable you to uncover patterns of preferences and activities that affect sponsor attitude.
- The essence of our sponsorship networks is to compare both how different sponsors and events promote their activities.
- Analysis of Sponsorship Networks will provide a clear picture of the money flow in support of different types of events.
- Sponsorship Networks can be build using data on sponsorship activities over a number of years which can give you an indication of stability of preferences and patterns of financing of events.

Graph 1: Sponsorship Networks for Waterhall Polo (February 2008)

