

Sponsorship Report and ROI Summary

Dear [Sponsor Name],

Subject: [Rodeo Name] Sponsorship Impact Report

Thank you again for your sponsorship of the [Year] [Rodeo Name]. As promised, I am providing you with a comprehensive report detailing the return on your investment and the impact your support made possible.

EVENT ATTENDANCE AND REACH:

- Total attendance: [X,XXX] people over [X] days
- Geographic reach: [XX] counties/states represented
- Media impressions: [X,XXX] through press coverage
- Social media reach: [X,XXX] impressions, [XXX] engagements

YOUR BRAND EXPOSURE:

- Logo displayed on [X] banners throughout venue
- [X] verbal acknowledgments during announcements
- Featured in [X] social media posts reaching [X,XXX] people
- Logo included in [X] print advertisements with [X,XXX] circulation
- Website listing viewed [X,XXX] times
- [X] complimentary tickets utilized by your team/clients

COMMUNITY IMPACT:

Your sponsorship directly funded:

- \$[amount] in prize money for [X] competitors
- [Specific program or improvement funded]
- [Specific community benefit]

TESTIMONIALS AND FEEDBACK:

[Include 2-3 brief quotes from attendees, competitors, or community members]

POST-EVENT SURVEY RESULTS:

- [X%] of attendees recalled seeing your company's branding
- [X%] reported positive impression of sponsor companies
- [X%] indicated increased likelihood to patronize sponsors

Attached please find photos of your signage, copies of media coverage mentioning your sponsorship, and analytics reports from our digital campaigns.

We are incredibly grateful for your partnership and hope these results demonstrate the value of your investment. We would be honored to have you sponsor next year's event and are already developing enhanced opportunities for returning sponsors.

Please don't hesitate to contact me if you have any questions about this report or would like to discuss next year's sponsorship.

With appreciation,

[Your Name]

[Title]

[Organization]

[Contact Information]

Attachments: Photos, Media Coverage, Analytics Report

Get more templates here: <https://www.lettersandtemplates.com/letters/rodeo-sponsorship-letters>