



Sponsorship Solutions

Sponsorship is big business, and it keeps getting bigger. Sponsorship works when the interests of brands, property owners and fans are aligned. Amárach works with specialist consultants and agencies to deliver world class research findings with data to back up decisions to enter – or exit – sponsorships for brands and for rights owners.



Giving Something Back

Customer Requirements:

Working with The Brand Fans, Amárach developed a study to measure the impact of sponsorship on Net Promoter Score for customers of key brands in the cause-related sector.

Research Approach:

Amárach conducted an online survey of Irish consumers, engaging customers of selected brands in a study of awareness and impact, plus commercial data such as spend, NPS and loyalty.

Research Output:

Amárach's findings* were presented by The Brands Fans at the Sport for Good conference and used to inform multiple conversations with brand managers and rights holders about future impact.

* <https://www.slideshare.net/amarach/the-brand-impact-of-cause-marketing-in-ireland-2018>

Amárach has delivered sponsorship solutions for:



Sponsorship Solutions

Amárach works with marketing and advisory teams to develop sponsorship strategies that are viable and profitable. To discuss our sponsorship solutions contact: sarah.rooney@amarach.com



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

Get in touch:

11 Kingswood Business Centre, Dublin D24 KT63

T. 01 410 5200 E. info@amarach.com W. amarach.com

