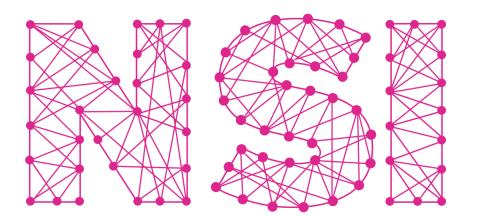
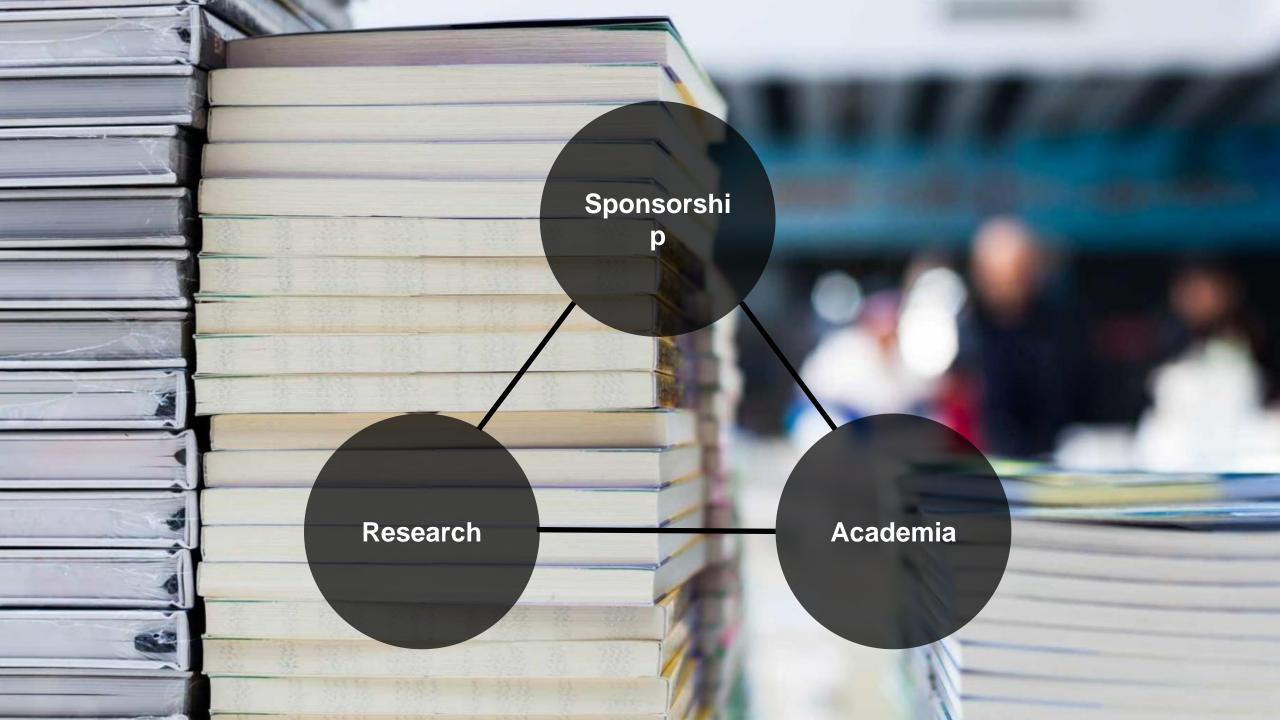
core[®]



national **sponsorship** index





The National Sponsorship Incex

Fandom

Goodwil

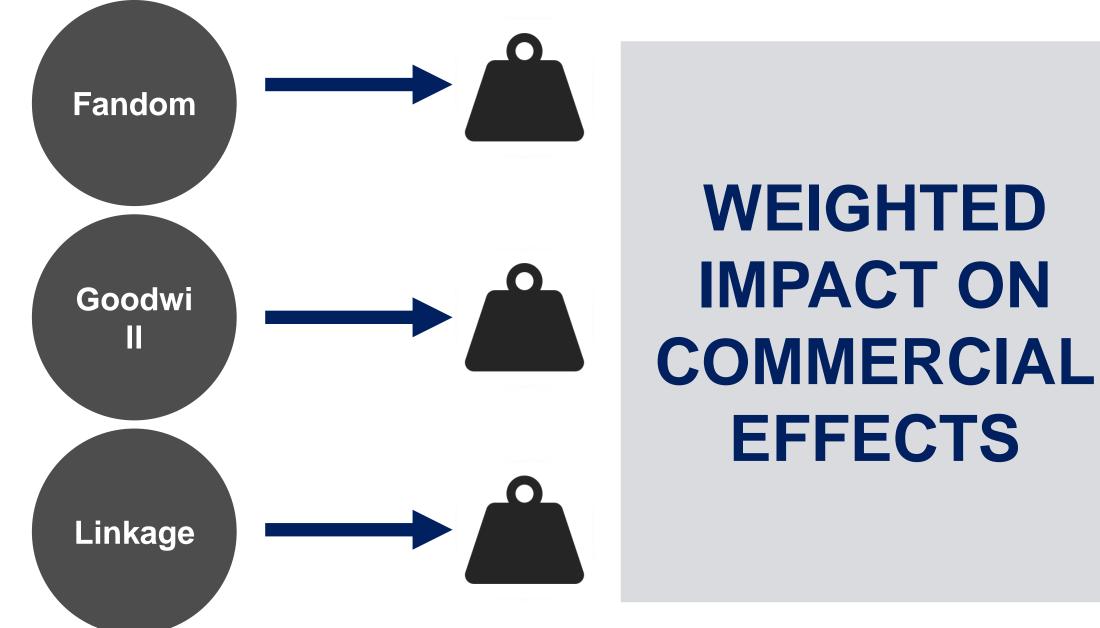
Linkage





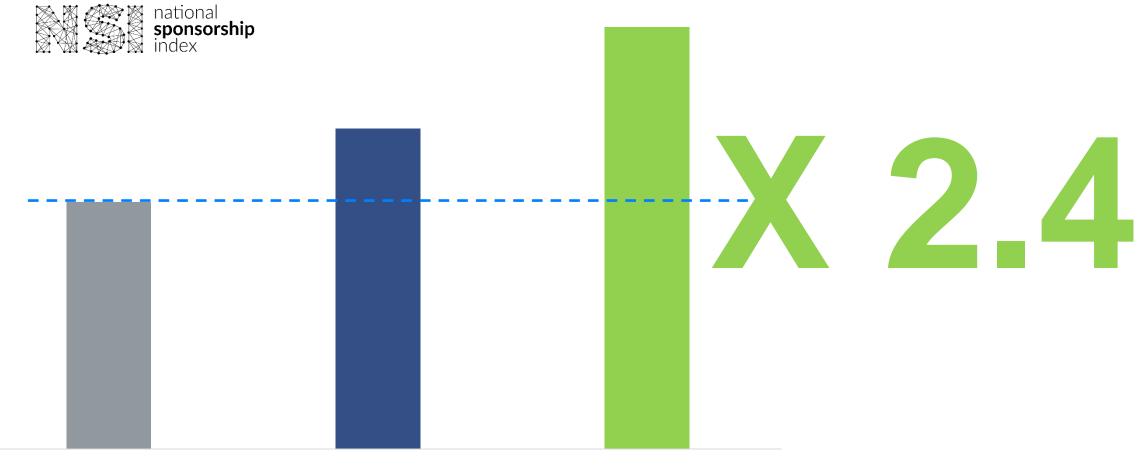
nt

core



Improving Effectiveness

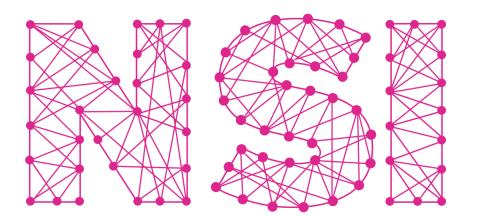




Baseline Commercial Effects Sponsorship with brand linkage

Sponsorship with goodwill

core[®]



national **sponsorship** index