

SPONSORSHIP SOFTWARE COMPARISON MATRIX

Use this matrix to compare all the elements of the various sponsorship management software solutions you are considering. Simply nominate an importance score for each feature (0 = irrelevant, 10 = critical) & write that score against each feature under each option. Then, total the score at the bottom. SponServe's total will be the same as the total of your *Importance* column. Then, estimate, based on the features provided by each solution, how much can be saved per week (SponServe's clients save between 12-24 hours). Cost savings are then calculated by multiplying your annual time savings, in hours, by an hourly rate. Then, follow the instructions in the remaining rows to provide you with a total Return On Investment which you can consider along with the Total Feature Score.

FEATURE	Importance (0-10)	SponServe	Current System	Option #3	Option #4
Make notes against benefits by sponsor		✓			
Bulk acquittal of delivery by benefit		✓			
ROI sponsor dashboard		✓			
Visibility of invoices needed		✓			
Altering standard benefits by sponsor		✓			
Unsold inventory reporting		✓			
Distressed inventory reporting		✓			
Cost of servicing by benefit		✓			
Cost of servicing by overall sponsorship		✓			
Single button benefit delivery list by event		✓			
Automated sponsor management across multiple years		✓			
Automated inventory management across multiple years		✓			
Reporting on expired inventory		✓			
Up-to-date available inventory reporting		✓			
Store files, images, videos specific to individual sponsors		✓			
Unlimited users for one licence		✓			
Unlimited reporting for one licence		✓			
Unlimited benefits for one licence		✓			
Unlimited support (fair use policy)		✓			
Structure own reports as needed		✓			
Tracks up to date delivery by sponsor		✓			
Sponsor list including contacts		✓			
User defined system language		✓			
Single data lines for multiple or single event allocation		✓			
Personalised benefit and allocation notes		✓			
Individual task management		✓			
Efficiency Gained (hours per week)					
Cost Savings (hours saved per week x 52 x hourly rate)					
Solution Cost (per annum)					
Return On Investment (Cost Savings - Solution Cost)					