

SPONSORSHIP EXPENSE ALLOCATION & ROI LEDGER

EVENT NAME

SPONSOR LEVEL / PACKAGE

EVENT DATE

TOTAL BUDGET ALLOCATED

1. EXPENSE ALLOCATION LEDGER

Total Event Expenses

2. RETURN ON INVESTMENT (ROI) & KEY METRICS TRACKER

Total Estimated Financial Return

3. FINANCIAL SUMMARY & ROI CALCULATION

Total Cost of Sponsorship (A)

Total Value Generated (B)

Net Financial Return (B - A)

Sponsorship ROI % $([Net\ Return / A] \times 100)$

NOTES & STRATEGIC TAKEAWAYS