Providing measurement, valuation and consulting services to help members create strategic marketing partnerships.

Navigate Research provides measurement, valuation and consulting services to help members create strategic marketing partnerships. Navigate has measured the impact and ROI of hundreds of sponsorship deals and has valued billions of dollars in sponsorship transactions on behalf of brands, properties, universities and agencies.

Navigate’s methodology factors in impressions, visibility, prominence, and CPMs, along with intangible factors such as brand premium. Additionally, Navigate seeks to assign a value to the B2B component that often exists in certain categories.

For more information, please contact your E&I Member Relations Executive or Paul Harris, Business Development Manager, Athletics, Culinary & Travel, at pharris@eandi.org. You can also visit www.eandi.org.

Areas of Expertise

Sponsorship Valuation
- Category specific, such as: pouring rights, apparel, travel, banking, etc.
- Partner/Sponsor specific
- Asset specific, such as: videoboard, radio network, special programming

Naming Rights Valuation + Consulting
- Determine fair market value
- Build appropriate package of assets to support value
- Sales support and prospecting
- Assistance in negotiation and contract development

Multimedia Rights Valuation
- Identify and value all current and potential assets
- Determine overall MMR value
- Scenario mapping (i.e. partner A vs. partner B vs. in-house)
- Assistance in negotiation and contract development
Contract Details

Contract Effective Dates: 4/1/2016 - 3/31/2021
Pricing/Discounts: Members remit fees for services based on specific needs/requirements. Pricing will vary.
Place Orders With: James Gilmore
Manager, University Business
James.Gilmore@navigatorresearch.com
Federal ID#: 56-2606147
Credit Cards Accepted: No credit cards permitted
Payment Terms: Due upon receipt of invoice
Invoicing By: Navigate Research
Request Literature: marketinglit@eandi.org
Contract Number: CNR-01397
RFP Number: 683348

Note: When placing orders, please identify yourself as an E&I Member. All pricing and contract terms are strictly confidential and recipients are not authorized to disclose such information to competing suppliers or use it in negotiations with existing or potential suppliers.