Figure 15-1 Stages in the Communication Process at Which Sponsorship Effectiveness Is Measured TYPE OF SPONSORSHIP MESSAGE CHANNEL **EFFECTIVENESS EVALUATION** print media television radio personal contatct MEDIA EXPOSURE MEASURES **MESSAGE** written captions received and interpreted MONITOR CHANGES IN company or brand name by individuals in the AWARENESS, IMAGE, OR logo INTENT TO PURCHASE target market oral cue SALES PURCHASE ACTION by individuals in the target market MONITOR CHANGES IN SALES **FEEDBACK** satisfactory or unsatisfactory results