

## IEG Sponsorship.com

IEG is the leading provider of consulting, valuation, measurement, research and training to the global sponsorship industry.

For more than two decades, IEG has been developing new and better ways for companies and brands to partner with sports, arts, events, entertainment, nonprofits, and causesâ€”for mutual benefit.

As the leading provider of strategic counsel, valuation, research, published information and training, IEG is dedicated to helping sponsors, properties, agencies and others involved in the global sponsorship industry.

Our suite of services and products are used by some 5,000 clients each yearâ€”from the NFL, UNICEF and the Houston Livestock Show and Rodeo to Credit Suisse, Diageo and Subway.

From its unique role at the center of sponsorship, IEG has unequaled access to real-world information on both the buy-side and the sell-side of the business. Combining our robust information databases with the deep analytic capabilities of our team of strategists, analysts, creatives, and financial and legal experts, has made IEG the â€œgo-toâ€• company for consultation, thought leadership and innovation.

Our expertise extends beyond sponsorship to partnerships of every type: branded entertainment, strategic alliances, promotional partnerships, cobranding initiatives, online and new media programs, and strategic philanthropy, as well as experiential, affinity and social marketing.

### About the Author

The Worldwide Authority on Sponsorship

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