



Improved Sponsorship ROI Reporting with RECAPS

Background: The Seattle Seahawks are a professional football team that joined the National Football League in 1976 and have since won nine division titles and three conference championships. They are the only team to have played in both the American Football Conference (AFC) and the National Football Conference (NFC) championship games. Seattle has appeared in three Super Bowls (XL, XLVIII and XLIX).

Issue: Seahawks sponsors want to understand the value of their advertising investment following each season, and presenting the ROI in the form of a powerful multi-media presentation is a critical process. Prior to partnering with Explore Consulting, the Seahawks sales and marketing teams were dedicating hundreds of internal hours to creating recap reports around their corporate sponsorships. The compilation and design process required manual creation of individual templates, migration of data from one source to another and manual data entry and did not offer customization, multi-media or web-based capabilities. Eventually, the Seahawks set out to find a more efficient and modern way to present their reports.

Solution: The Seattle Seahawks approached Explore Consulting seeking a solution for their sponsorship recapping needs, and Explore delivered a custom solution that fit the bill. [RECAPS](#) is a Software as a Service product that allows any organization managing sponsorships to showcase the value of their marketing efforts in an easy-to-navigate, cloud-based system. Featuring a completely customizable web-based format, dynamic multi-media interaction and automatic annual archiving, RECAPS immediately



addressed the needs of the Seattle Seahawks sales and marketing groups.

Results: Explore Consulting's custom RECAPS solution's modern web interface has allowed the Seahawks internal sales and marketing teams to create their sponsorship recap reports more efficiently and has reduced the average report build time per sponsor. Template cloning has streamlined the process for multi-year sponsors, and the ability to copy an existing recap across multiple years or sponsors eliminates the need to start from scratch with each report. RECAPS is multi-team, multi-sport and multi-event capable, so only a single login is required, moving between entities is easier to manage and resource and data sharing is simplified. Ultimately, RECAPS has allowed the Seattle Seahawks to spend more time building their sponsorship relationships and less time building recap reports.



About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in cloud-based solutions for more than 13 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in cloud-based systems development, with more than a decade of supporting professional sporting needs from NFL Scouting and the NFL Combine, to eCommerce for the Seattle Storm and RECAPS for the Seattle Seahawks and Seattle Sounders. For more information, visit www.exploreconsulting.com