

Sponsor fulfilment report

Northstar Association Annual Meeting 2026 | Northstar Health | Prepared 12 November 2026

3 Delivered with reference	1 Needs organiser review	1 Evidence gap	5 Benefits in scope
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01 Executive summary

Four benefits have a usable delivery or evidence reference. The welcome-reception speaking mention has no recording or onsite confirmation in the supplied materials. Confirm whether it occurred, was replaced or should be treated as unavailable.

02 Approved benefit register

Benefit	Qty	Delivery	Evidence reference	Review
Website logo placement	1	Delivered	Final event page capture, 04 Oct	Organiser reviewed
Two newsletter placements	2	Delivered	Campaign export, issues 41 and 43	Organiser reviewed
Three social posts	3	Delivered	Post URLs in evidence index	Organiser reviewed
Ten complimentary passes	10	Needs review	Allocation list supplied; attendance not supplied	Confirm final use
Welcome-reception speaking mention	1	Unavailable	No recording or onsite confirmation supplied	Decision required

03 Evidence index

E-01	Final event page capture - website logo
E-02	Newsletter exports - placements 1 and 2
E-03	Social post URLs - three posts
E-04	Pass allocation list - attendance not supplied
E-05	Missing item log - speaking mention

04 Available performance indicators

Not supplied in this example: page views, newsletter opens/clicks, social reach and pass attendance. Fulfilment references should not be presented as ROI or attributed revenue.

Questions to resolve before sharing

This page shows how a clear record can turn an evidence gap into a decision, rather than hiding it in a polished recap.

Open question	Why it matters	Owner / next action
Did the welcome-reception speaking mention occur?	The current materials do not include delivery evidence.	Programme lead: confirm, replace or mark unavailable.
Were all ten complimentary passes used?	The allocation list proves assignment, not attendance.	Registration lead: provide the final attendance figure or label not supplied.
Which performance figures can be shared?	A fulfilment record is not a claim of ROI.	Sponsor lead: approve available figures and definitions.

What this record does not prove

This report does not prove sponsor satisfaction, sales impact, audience quality or renewal intent. It is a structured draft built from supplied information and requires organiser approval before it is shared.

Recommended handover

1. Organiser reviews each delivery state and evidence reference.
2. Open gaps are resolved, replaced or labelled unavailable.
3. Approved performance figures are added with definitions.
4. The final PDF and renewal email are shared by the organiser.

Fictional example only. Northstar Association Annual Meeting and Northstar Health are invented for format demonstration. This is not a client report, result or endorsement.