



THE SPONSORSHIP
— COLLECTIVE —

THE SPONSORSHIP CLARITY SCAN

THE SPONSORSHIP COLLECTIVE



THE PURPOSE

The goal is to provide clarity around what is holding your sponsorship program back. Feel free to print this out or complete it on your iPad or computer and grade yourself based on the criteria in the video.

Share this with your team and ask everyone for their feedback before your call.

Be honest with yourself. If in doubt, mark yourself yellow and let's talk about it on the call.

It is critical that you complete the clarity scan prior to your call with The Sponsorship Collective team.



THE RANKING SYSTEM

You will give yourself a mark of red, yellow, or green based on how well you rank against the criteria below.

Make sure you watch The Sponsorship Clarity Scan video



CLARIFY



DIFFERENTIATE



LAUNCH

CLARIFY

PROPERTY

- Focused on your needs or the sponsor's needs?
- Defined as an investment?
- Defined as a marketing opportunity?

AUDIENCE

- No audience data
- 3 – 5 data points
- 25+ data points

ACTIVATIONS

- Logos on signs
- Activations not based on audience feedback
- Activations based on audience goals and desires

DIFFERENTIATE

VALUATION

- Make up value based on need
- Copy what others are doing
- Have done a market valuation to find your real value

OFFER

- Gold, silver, bronze
- “Offer” to customise but have never done so
- No grids, no pricing, everything you do is 100% custom

SALES MATERIAL

- Include grids, pricing and values
- Have activations instead of grids, with pricing
- Audience data, activations, case studies, no pricing

LAUNCH

PROSPECTING

- Reach out to companies because “they have money”
- Reach out to companies who align with the theme of your property
- Reach out to companies based on audience buying habits and preferences

OUTREACH

- Send sales material and packages first
- Send emails asking about their sponsorship process and decision makers
- Reach out with a short email asking for a meeting to talk about their goals

SALES

- You hard sell and try to prove that you deserve sponsorship
You don't try to sell but you
- spend most of the meeting talking
You engage in discovery,
- asking questions 90% of the time and you create a sponsorship proposal with your sponsor