
SPONSORS ON
DEMAND

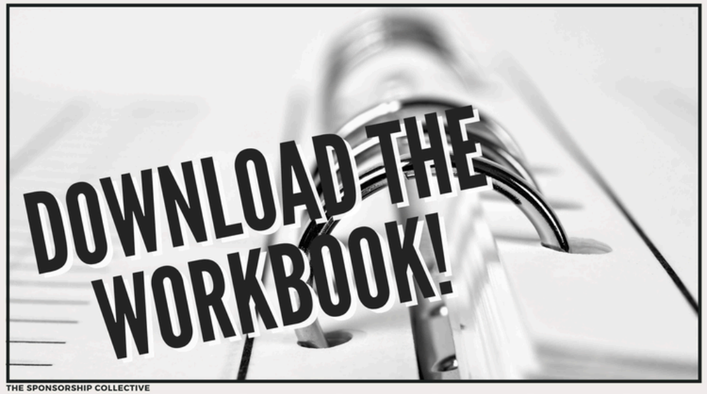


Disclaimer:

Please note that “Sponsors on Demand” and the templates included in this document are intended for a general audience and does not purport to be, nor should it be construed as, advice or counseling tailored to any specific business or industry. The information contained in this material is strictly for educational purposes. Therefore, if you wish to apply (or not apply) ideas contained in this material, you are taking full responsibility for your actions. We assume no responsibility for errors or omissions that may appear in any program materials.





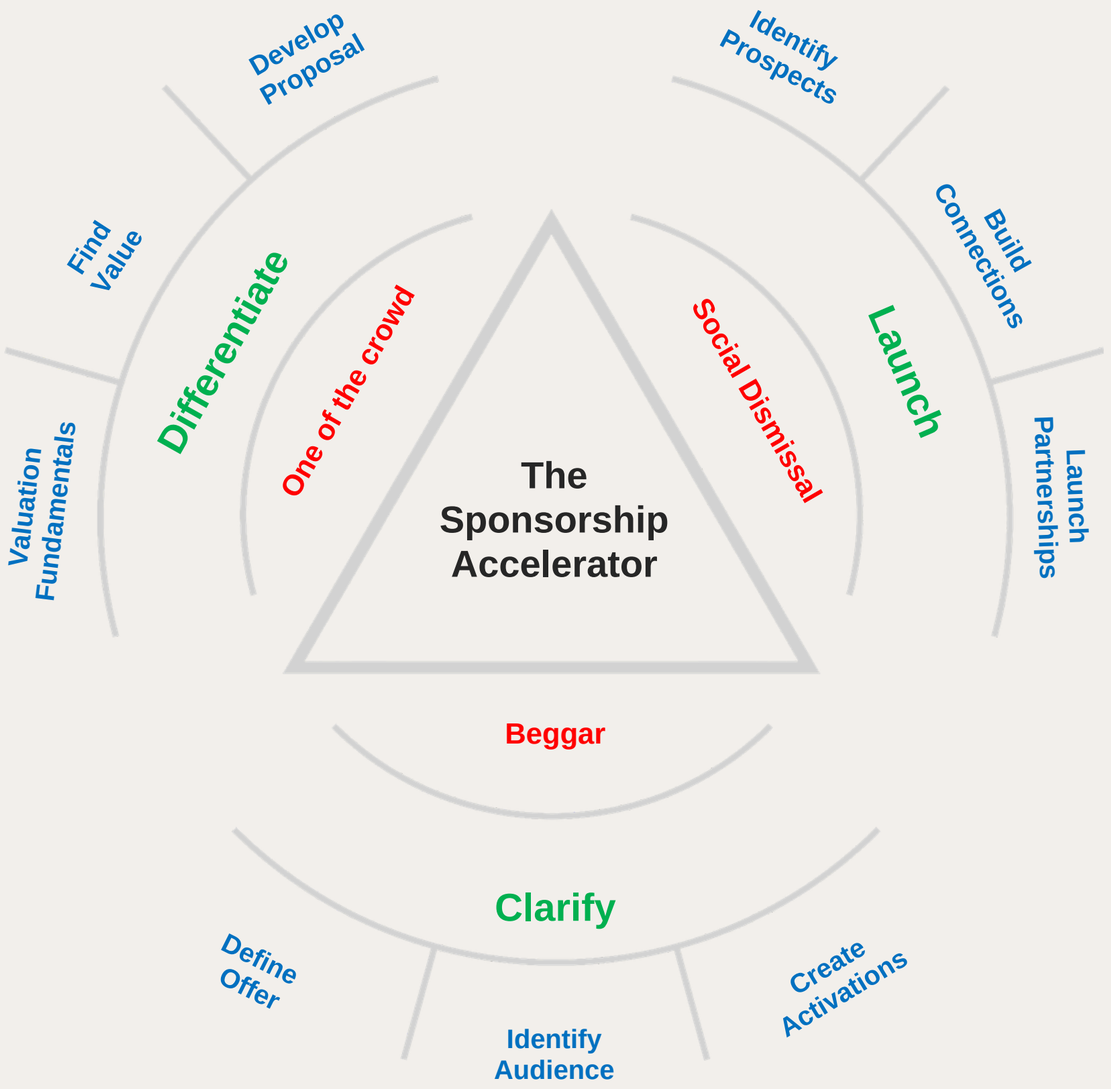


THE SPONSORSHIP
COLLECTIVE





THE SPONSORSHIP
COLLECTIVE


The Sponsorship Accelerator
Differentiate
Launch
Clarify
Beggar
One of the crowd
Social Dismissal
Develop Proposal
Identify Prospects
Find Value
Build Connections
Valuation Fundamentals
Launch Partnerships
Define Offer
Identify Audience
Create Activations





THE SPONSORSHIP COLLECTIVE



THE SPONSORSHIP COLLECTIVE



THE SPONSORSHIP COLLECTIVE

THE SPONSORSHIP
COLLECTIVE



ABOUT OUR AUDIENCE

- 27% are aged 55 and older, 32% are aged 29 - 35
- 63% are female
- 48% have participated in your event in the past 3 years
- 27% make more than $150K/year
- 76% have 2 or more children living at home
- 21% bank with Royal Bank, 19% with TD, 17% with CIBC
- 21% drive Toyota, 20% Ford, 18% Honda, 17% Chevrolet
- 32% use Rogers, 23% AT&T, 21% TELUS

AUDIENCE DATA

- 20+ DATA POINTS
- MACRO AUDIENCE
- THREE AVATARS/NICHES



THE SPONSORSHIP COLLECTIVE

IN THE NEXT 18 MONTHS...

PLAN A MAJOR HOME RENOVATION	26%	PLAN TO TRAVEL WITHIN THE US	18%
WILL APPLY FOR A NEW CREDIT CARD	22%	PLAN TO CHANGE THEIR HEALTH INSURANCE	65%
WILL TAKE A VACATION	82%	PLAN TO BUY THEIR FIRST HOME	33%
WILL TRAVEL TO EUROPE	33%	PLAN TO SWITCH CELL PHONE PROVIDERS	79%
WILL RENT A CAR	63%	PLAN TO PURSUE CONTINUING EDUCATION	62%

YOU WANT TO BE able TO SAY...

"MY PROPERTY IS A CONFERENCE, WITH 375 EVENT PROFESSIONALS. 30% ARE VPS AND C-SUITE, 50% ARE MID LEVEL PROFESSIONALS AND 20% ARE CONSULTANTS.

Which of these audience segments appeal to you most?"

THE SPONSORSHIP COLLECTIVE



THE SPONSORSHIP COLLECTIVE

SURVEY QUESTIONS

DISCLAIMER

We typically add the following disclaimer to our surveys and many of our clients choose to do the same.You may want to include something similar.

Thank you for taking the time to complete this survey. Please note that none of these questions are required in order to complete the survey. If there is a question listed below that you are not comfortable answering, or that doesn't apply to you, simply skip it and move on to the next question.

HOW TO USE THIS DOCUMENT

We have included two sets of questions. The first is for a typical "consumer audience" as opposed to a "business audience" and is appropriate for the majority of properties.

If your property caters to a business audience (networking events, professional associations/ membership orgs, conferences etc.) you may prefer to use the "B2B Survey Questions" instead.

Remember that the goal of the survey is to extract data relevant to sponsorship prospects and to assist you in creating activation ideas and these questions reflect that focus.

Whenever possible, you should provide a list of answers to choose from rather than allowing your audience to add text replies.

B2C QUESTIONS

DEMOGRAPHICS

- What is your age?
- What is your gender?
- What province/territory/state do you live in?
- What is your household income?
- Do you rent or own your home?
- How many children do you have under the age of 18?
- What is the highest level of education you have completed?

EXPERIENTIAL QUESTIONS TO GENERATE ACTIVATION IDEAS:

- What is the one thing you wish PROPERTY NAME had more of?
- What is the one thing that stood out as positive at PROPERTY NAME?

CONSUMER HABITS TO HELP WITH PROSPECTING:

How likely are you to do each of the following in the next 18 months?
» Change banks
» Purchase sports equipment
» Purchase television or other major consumer electronics
» Visit a sporting goods retailer
» Rent a vehicle
» Apply for a mortgage
» Switch cable, phone or internet service providers
» Feel free to add different or more relevant options

CONSUMER HABITS TO HELP WITH PROSPECTING:

In the past 6 months, which of the following hobbies have you participated in?
» Hiking
» Yoga
» Gardening
» Travel
» Watching sports
» Attending theatre
» Going to the movies
» Baking
» Exercise
» Meditation
» Feel free to add different or more relevant options

What type of sponsor do you think would be a good fit for RIGHTS HOLDER?
» Telecommunications
» Travel
» Hotel
» Insurance
» Smartphone Manufacturer
» Purchase or lease a vehicle
» Apply for a credit card
» Renovate your home
» Purchase a new smartphone
» Stay at a hotel
» Purchase airline tickets
» Purchase insurance (home, auto or travel)
» Book a vacation
» Home Renovation Retailers
» Consumer Electronics
» Retail
» Financial Services
» Automotive
» Credit Card
» Airline
» Sport Equipment/Apparel
» Car Rental
» Mortgage Broker
» Feel free to add different or more relevant options

CONSUMER HABITS TO HELP WITH PROSPECTING:

Who is your current financial institution?
» List the most common banks to choose from
» Other

Which of the following automobile brands do you currently own/lease?
» List automobile brands to choose from
» Other

Who is your current phone/internet provider?
» List the brands to choose from
» Other

Who is your current insurance provider?
» List the brands to choose from
» Other

What destinations are you likely to travel to within the next 18 months?

In the past 12 months, which of the following magazines/publications have you purchased?
» List the brands to choose from
» Other

IMPORTANT FINAL QUESTION:

If a company sponsors PROPERTY NAME/RIGHT HOLDER NAME are you more likely to consider their product/service for future purchases (assuming price and quality are the same)?

B2B QUESTIONS

INDIVIDUAL

· What is your job title?
· What is your industry?
· How long have you worked in the field?
· Which professional designations do you hold?
· How many employees do you have reporting to you?

· I would describe my decision-making authority as:
» I make expert recommendations
» I have no decision making authority
» I am the final decision maker

CORPORATE

:· What is the annual revenue of your company?
· How many employees does your company have?

CONSUMER HABITS TO HELP WITH PROSPECTING:

Over the next 18 months, I intend to purchase the following:
» Accounting services
» Legal services
» New CRM
» New website
» Insurance
» Be sure to include appropriate purchases to the industry

In the past 12 months, which of the following magazines/publications have you purchased?
» List the brands to choose from
» Other

EXPERIENTIAL QUESTIONS TO GENERATE ACTIVATION IDEAS:

· What is the one thing you wish PROPERTY NAME had more of?
· What is the one thing that stood out as positive at PROPERTY NAME?
· What is the one thing standing in the way of you achieving MAIN BUSINESS GOAL (making budget, hiring staff etc.)?

IMPORTANT FINAL QUESTION:

If a company sponsors PROPERTY NAME/RIGHT HOLDER NAME are you more likely to consider their product/service for future purchases (assuming price and quality are the same)?



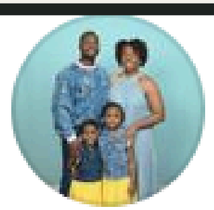
THE SPONSORSHIP COLLECTIVE

THE SPONSORSHIP
COLLECTIVE



PROSPECTING WORKSHEET

PROPERTY NAME	COMPANY NAME	PROSPECT NAME	EMAIL/LINKED IN PROFILE
SALES			
SPONSORSHIP			
MARKETING			
BRAND			
COMMUNICATIONS			
PRODUCT			
RECRUITING			



Shéquanda Long recommends **The Sponsorship Collective**.

February 25 ·

I had the privilege to be a part of the 90 day accelerator group! It was 1 of the best investments I could have made as an entrepreneur! I had a clear vision, but with little knowledge of the industry, The Sponsorship Collective coaches really helped me connect the missing dots! I learned so much about my audience, and how to make my company more appealing to sponsors. Since being a part of the collective, I have met with 4 major global corporations who are interested in partnering! Thank you Chris, Mark, Maria, Chris Norwood, and all of my accelerator team mates!- Shea, NYC

You and 2 others

2 Comments



[redacted]

We had an eyeopener in watching the training with the sample pipeline slide where you calculate 2500 people in the database to a sales opportunity in the millions... minds blown... great stuff!

1



[redacted]

Totally makes sense. One reason we haven't avidly pursued sponsorship is because we were thinking we needed Zachary's audience to be 'big enough' But, having [redacted] on his email list isn't seeming so small now.



Linda Borgmeyer recommends **The Sponsorship Collective**.

November 14 at 7:16 PM ·

The Sponsorship Collective helped me organize my project, set up a plan, and set the plan in motion. It also gave me a VERY different approach which actually makes more business sense than the way I was approaching it. Excellent training!







THE SPONSORSHIP
COLLECTIVE





THE SPONSORSHIP
COLLECTIVE

SEVEN ACCESS POINT TO SPONSORSHIP DOLLARS



THE 7X7 OUTREACH METHOD

Sales

Sponsorship

Marketing

Brand

Communications

Product

Recruiting

FIRST MESSAGE:
OUTREACH ON LINKEDIN OR BY EMAIL

Subject (if using sales navigator): Hi Name
Body: Hi NAME,
I saw on LinkedIn that you are involved on the marketing side of Company Name. We recently surveyed our database and Company Name had a strong showing.

Wondering if you have a few minutes to talk about what we found and whether or not our audience is one of your priorities?
Any chance you're free this week for a quick call?
Let me know!
Your Name

SECOND MESSAGE: FOLLOW UP #1 (2 DAYS LATER)

Subject: Quick follow up
Body: Hi NAME,

No doubt you get 1000 emails a day (sorry to add one more ;-). We recently surveyed our database and Company Name had a strong showing.

Would love to learn more about what you are trying to accomplish and if we have your target audience.

Would love to set up a quick call (even if it's only 10 minutes on your way to a meeting). Shoot me a note and I will make it work in my calendar.

Best,
Your Name

THIRD MESSAGE: FOLLOW UP #2 (THE NEXT MONDAY)

Subject: Last message
Body: Hi NAME,

Happy Monday (me again)!

I don’t want to keep sending you emails if you are the wrong person to follow up with.

Before I follow up with someone else in your org, I thought I would ask if you can suggest someone internally who is looking to connect with the following audiences?

- Segment one (one sentence only)
- Segment two (one sentence only)
- Segment three (one sentence only)

Would be really interested in your reply.

Have a great week,
Your Name

Copy original message below -

FOURTH MESSAGE:

Subject: Re: our call
Body: Hi name,
Chris here. I left you a voicemail to set up a quick discovery call- did you get it?

Here is my cell: 123-1234-12345

Give me a call when you get this.

Your Name

FIFTH MESSAGE:

Subject: Quick check in
Hi name,
Haven’t heard back from you. Hope all is well!

I will give you a call back tomorrow at 9:30 AM if I don’t hear back from you before then

Talk soon,
Your Name



Hi Chris,

I just want to tell you how amazing that The Sponsorship Collective is and I'm not one to sign up for paid conferences or training online very often. I reached out to 18 people on Sunday with your email template and already got 11 meetings booked!

What an eye-opener it is to simply change your mindset and truly focus on what matters to the prospect! One prospect, who advised me that sponsorship has been cut back, said that our phone call today was the most fun he had all week!

He's now looking forward to receiving a custom sponsorship proposal draft which won't have any tiers!

Thank you!

I wouldn't hesitate to recommend your work to anyone else who has to solicit sponsorship!



Shannon Klassen recommends **The Sponsorship Collective**.

May 30 ·

The Sponsorship Accelerator was hands down the best investment I have ever made in my professional career. I gained so much knowledge about sponsorship and was able to put it to practice and leave the program with 8 sponsors in 90 days! The modules, coaches, and feedback are all top notch!



Dave Stewart recommends **The Sponsorship Collective**.

November 18 at 3:46 PM ·

The Sponsorship Collective is hands down the most important program I have implemented for my business! Chris and his team set me for success through a step x step program and information that just isn't available anywhere else. I have not only launched my program higher than ever this year but now have a baseline for scaling things over time. You won't regret working with Chris and the Sponsorship Collective Team.🙏🙏







THE SPONSORSHIP
COLLECTIVE





THE SPONSORSHIP
COLLECTIVE



THE STAGES OF DISCOVERY



THE SPONSORSHIP
COLLECTIVE

37 DISCOVERY QUESTIONS



PURPOSE OF THE MEETING

The art of making the sale begins at that first meeting with the discovery phase. During your meeting, there are a slew of pertinent, getting-to-know-you questions you're going to want to ask.

Having these answers allows you to create a winning strategy that suits you and your sponsor. By the time you come out of that first meeting, being an in-person one or a phone call, you'll have a much clearer idea of whether you and this sponsor gel. If you do, then you'll have already begun laying the groundwork for your partnership.



BOOK THE MEETING

We recommend a very short, simple, to-the-point email that's a few sentences long.

If you have no prior contact with the sponsor, then you might start the email with a mention of how you found the sponsor (social media, through attending an event, etc.).

Next, mention how they're involved in something you're interested in, and then ask if they want to hear about your project. Don't go into detail about what the project is yet.

Finally, close out with a time for a call.



BE PREPARED

If you only have 30 minutes of the sponsor's time to spare, we wouldn't suggest asking all 37 questions. You want to pick the questions that are most pertinent to your organization and its goals. Limit it to five, maybe 10 questions that really matter most.

Bring a small notebook and a pen. Have your list of questions ready as well, either printed or in your head (which is best if you can swing it). You can leave the proposal and your other related materials at home.

AUDIENCE

- Tell me about your ideal customer?
- I'd really like to see if we share an audience and common goals, do you mind if I tell you a little about our audience?
- What do your customers value?
- What sort of feedback do you hear from your customers that we might be able to help with?
- Our audience is X, Y, Z. Is this an audience segment that you typically try to engage?
- How do you typically engage them?
- Tell me more about your target audience's demographics?
- What do you want your customers to walk away thinking? Doing? What action would you like them to take once they've engaged with you?
- Tell me more about your social media presence/strategy/following?
- Is having audience data important to you when making sponsorship decisions?
- What kind of audience data is important for you?
- Do any of your current partners gather and share data on their audience?
- What kind of information are they providing?

BUSINESS GOALS

- How do you move people through your sales funnel?
- What is the action your customers take immediately before they make a purchase?
And what action do they take before that?
- What is the first action your customers take to enter your sales funnel? Do you struggle to get your customers to take that first step?
- How have you worked with sponsorship properties to move your customers through your sales funnel?
- What do you need as a goal outcome of a partnership in order to deem it a success?
- What do you struggle with in terms of connecting with your ideal customers?
- Do you have any brand messages that you try to combine with your marketing or sponsorship investments?
- I noticed you are sponsoring X, how is that partnership working for you?
- What do you like most about that partnership?

SUCCESS MEASURES AND ROI

- What type of advertising are you involved in now? Are you happy with the outcomes?
- What do you wish X,Y,Z marketing channel offered you that it doesn't? (social, media, radio, etc.)
- Tell me about some of the ways you work with sponsorship properties now?
- What's working and what isn't?
- How important is it that your employees are engaged in your sponsorship opportunities?
- How important is networking to you? Who do you hope to meet when you attend a networking event?
- Is brand awareness one of your advertising goals? Why/why not?
- How do you define brand awareness?
- Do you have experience with email marketing or sampling? Tell me more about that.
- What are some of your biggest challenges in connecting with customers?
- How much does it cost you to bring on a new customer?
- What is the most expensive part of bringing in new customers?
- What is your best technique for getting people to sign up for a trial/visit your site/sign up for your email list?
- What are some of the indicators that you use to determine the success of a sponsorship investment?
- What are some frustrations you have had with other properties that we could work to avoid?
- Are there any "must have" benefits that you like to see?


The Sponsorship Accelerator
February 7 at 1:46 PM ·
Big W Monday!!
So a contact/ sponsor prospect for years who has always said a very hard “no”, we reached back out after going through the program.
After using the exact discovery call principles over 4 weeks we have a verbal commitment and are going to contract for a 6 figure deal!!
Thank you Chris BaylisMaria L. Perez Mark Sabourinand everyone else for the help so far. First step in getting the ball really rolling towards our big goals!
You and 17 others
15 Comments Seen by 58



18m ·

(WIN)

Closed deal today for a our premier package. After 3 discovery calls I was able to send and SHOW our value using the value Calculator to the sponsor. Walked through the contract on the phone just now and he signed and sent payment while we were talking.

Today money was deposited. Monday we do our onboarding call.

2

2 Comments Seen by 6



CJ Scarlet recommends **The Sponsorship Collective**.

November 15 at 7:16 PM ·

I decided to ask my board to fund the Sponsorship Collective Accelerator program after binge watching Chris Baylis' very helpful video tips.

I didn't know what to expect, but I was not disappointed. In fact, I raised more sponsorship money in our first few months of the program than our organization has EVER raised!... including a $30k multi-year partnership that I helped secure in our first 3 days of the program!

The Accelerator is composed of fascinating videos that break down Chris' fundraising advice and tools into simple, achievable steps. The Valuation Calculator alone is worth more than the cost of the entire program.

I can't WAIT to next participate in Chris' Million Dollar Property program that will teach me how to secure more large, multi-year partnership deals.

I'm now the Sponsorship Collective's biggest fan and am happy to respond to any DMs about my experience with them. SC ROCKS!

You and 2 others

5 comments



Chris Norwood recommends **The Sponsorship Collective**.

May 31 ·

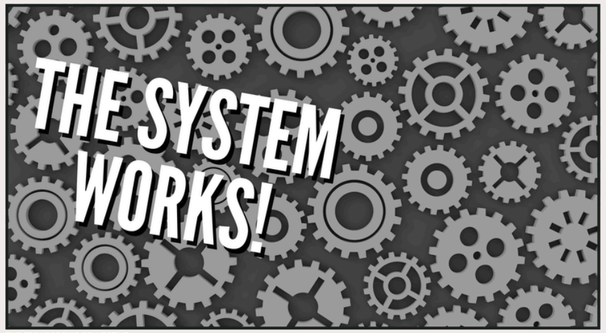
As someone who was brand new to sponsorships, I was helped tremendously by The Sponsorship Collective. I was able to create a solid foundation for building a program and have grown our sponsorship revenue by 5x since taking the course. Thank you Chris Baylis!!!

You and 4 others

1 Comment







THE SPONSORSHIP
COLLECTIVE