How to Bring in Sponsorship Revenue to Your Club or Organization
• 30 YEARS OF EXPERIENCE IN SPONSORSHIP SALES

• OVER $100,000,000 IN SPONSORSHIPS SOLD
avp
How to Bring in Sponsorship Revenue to Your Club or Organization
WHAT ARE WE TALKING ABOUT?
SPONSORSHIP

- MISCONCEPTIONS
- VALUATION & ROI
- WIN-WIN AND QUANTIFIABLE
MISCONCEPTIONS
VALUATION & ROI
WIN-WIN AND QUANTIFIABLE
How do I get Sponsors?
KNOW WHO YOU ARE
CREATE A TARGET LIST
CREATE A PROPOSAL

KEEP CALM AND WRITE YOUR PROPOSAL
SELL

TIME TO SELL
SERVICE AND ACTIVATE
How to Bring in Sponsorship Revenue to Your Club or Organization
WHO ARE YOU?
HOW MANY PEOPLE DO YOU REACH AND WHERE ARE THEY FROM?
SCOPE OF INFLUENCE

Scope of Influence

Level 1

Level 5
How to Bring in Sponsorship Revenue to Your Club or Organization
TARGET LIST CREATION
MOST IMPORTANT ELEMENT OF THE PROCESS
### PEER SPONSORS?

<table>
<thead>
<tr>
<th>Stadium Naming Right</th>
<th>Jersey Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Talen Energy</strong></td>
<td><strong>Bimbo</strong></td>
</tr>
</tbody>
</table>

**Keystone Partners**

- ACME
- Crozer Keystone
- Independence
- Premier
- Toyota
- TruMark Financial
- Oliver

*Let's Go Places*
DETERMINE TOP CATEGORIES
DETERMINE TOP BRANDS IN EACH OF THE TOP CATEGORIES

[Logos of Apple, BMW, Gatorade, and Nike]
COMPILE THE MASTER LIST AND LOAD IN CONTACTS
SUGGESTED CONTACT SOURCING DATABASES

SponsorPitch
Resource Guide LIVE
THE LIST
Google
LinkedIn
How to Bring in Sponsorship Revenue to Your Club or Organization
PROPOSAL CREATION

PROPOSAL CONSIDERATIONS

"FIRST HALF" OF THE PROPOSAL

"SECOND HALF" OF THE PROPOSAL
PROPOSAL CONSIDERATIONS

- BIG VS. SMALL
- LONG VS. SHORT
- CREATE MASTER PROPOSAL TEMPLATE
- CUSTOMIZE
- USE GREAT PHOTOS
BIG vs. SMALL
LONG vs. SHORT
CREATE MASTER PROPOSAL TEMPLATE

FULLY LOADED TOP OFFERING

SECONDARY AND TERTIARY PACKAGES
SECONDARY AND TERTIARY PACKAGES

ALL SECONDARY AND TERTIARY PACKAGES ARE KNOCK-DOWNS OF THE MASTER TEMPLATE
**CUSTOMIZE**

**DO NOT "LABEL YOUR LEVELS" (UNLESS IT'S A TITLE PARTNERSHIP)**

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>A large 3 x 11 banner to be hung up in our complex named after your business (if available)</td>
<td>1,000 dollars annually</td>
</tr>
<tr>
<td></td>
<td>A booth to be set up by your business 1 time a month at our complex</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mentioned on our monthly newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertisement on website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flyers provided by you posted in our business bulletin</td>
<td></td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>A medium 3 x 5 banner to be hung up in our complex</td>
<td>750 dollars annually</td>
</tr>
<tr>
<td></td>
<td>A booth to be set up by your business 6 times a year at our complex</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mentioned on our monthly newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mentioned on our social media platforms</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flyers provided by you posted in our business bulletin</td>
<td></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>A medium 3 x 5 banner to be hung up in our complex</td>
<td>500 dollars annually</td>
</tr>
<tr>
<td></td>
<td>A booth to be set up by your business 3 times a year at our complex</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flyers provided by you posted in our business bulletin</td>
<td></td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>A medium 3 x 5 banner to be hung up in our complex</td>
<td>400 dollars annually</td>
</tr>
</tbody>
</table>
USE GREAT PHOTOS

USE GREAT PHOTOS OF:
• ACTION
• CROWDS
• SPONSORS
"FIRST HALF" OF THE PROPOSAL

OVERVIEW

1. EXECUTIVE SUMMARY
2. DETAILS ON WHAT YOU DO
   - TEAMS, EVENTS, COMPETITIONS, SUCCESSES, ATTENDANCE, GEOGRAPHIC REACH, MEDIA EXPOSURE, ETC.
3. DETAILS ON WHO YOU ARE/WHO YOU REACH
   - DEMOS AND NUMBERS
4. LAST PAGE = THE SET UP
   - WHY SHOULD THEY SPONSOR YOU
"SECOND HALF" OF THE PROPOSAL = RIGHTS AND ASSETS

1. BASIC ASSETS
   - EXCLUSIVITY, SIGNAGE, BOOTHs, LOGO PLACEMENTS, WEBSITE, SOCIAL MEDIA, ETC.
2. CUSTOMIZATION
   - WHERE YOU SEPERATE YOURSELF FROM OTHERS
3. THE HOOK
   - WHERE YOU REAL THEM IN
INVESTMENT & TERM

THE MARKETPLACE WILL TELL YOU!

(RESEARCH BEFORE & ADAPT AFTER)
How to Bring in Sponsorship Revenue to Your Club or Organization
Key Points

- SPEAK BEFORE YOU PROPOSE
Key Points

- SPEAK BEFORE YOU PROPOSE

- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
Key Points

• SPEAK BEFORE YOU PROPOSE

• 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  
  1. LISTEN
Key Points

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  3. LISTEN

- 2 EARS, 1 MOUTH
Key Points

- SPEAK BEFORE YOU PROPOSE

- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIP:
  1. LISTEN
  2. LISTEN
  3. LISTEN

- 2 EARS, 1 MOUTH
- ASK 15 QUESTIONS, AND THEY WILL WRITE THE PROPOSAL FOR YOU
How to Bring in Sponsorship Revenue to Your Club or Organization
SERVICE AND ACTIVATE
SERVICE AND ACTIVATE

• DON'T UNDERESTIMATE THE IMPORTANCE OF SERVICING AND ACTIVATION

• KNOW THEIR GOALS AND EXECUTE THEM TOGETHER

• THE "80/20 RULE" IS THE "95/5 RULE" IN SPONSORSHIP
RENEW AND PROSPER
HOLY GRAIL OF SPONSORSHIP

IF YOU SERVICE AND ACTIVATE...
IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
  - MORE MONEY
IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
  - MORE MONEY
  - LONGER DEALS
IF YOU SERVICE AND ACTIVATE YOU WILL:

• RENEW FOR:
  • MORE MONEY
  • LONGER DEALS
  • THEY WILL EVANGELIZE

EASY ST
IF YOU SERVICE AND ACTIVATE YOU WILL:

• RENEW FOR:
  • MORE MONEY
  • LONGER DEALS
  • THEY WILL EVANGELIZE

• CREATE AN UNSTOPPABLE COALITION OF LIKE MINDED BRANDS
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CONTACT INFO

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How to Bring in Sponsorship Revenue to Your Club or Organization