

**DESCRIPTION:** Launched in 2009, Sponsorship Insights Group (SIG) is a sponsorship consulting and sales agency that works with properties to generate new revenue through branded integration of appropriate partners. Among the types of properties for which SIG consults are physical and intellectual properties; associations, retail destinations, sports, entertainment, tourism, non-profits, festivals, events and more.

**PHILOSOPHY:** Sponsorship Insights Group is a client-centric, principle-centered agency. SIG implements sponsorship strategies in a coordinated, collaborative and holistic fashion. SIG brings personalized senior-level involvement in developing integrated, relevant, synergistic and lucrative partnerships that leverage existing assets while maintaining property standards. SIG customizes proposals for clients and partners according to their need, with their time-frame and budget.

**SERVICES:** SIG offers a broad range of sponsorship services:

Properties:

- Staff Sales Training
- Executive Search for Sales Staff
- Strategic Property Analysis and Valuation
- Assent Inventory and Development
- Sales Material Development
- Prospect Identification
- Lead Generation
- Program Creation
- Sales Representation & Negotiation
- Program and Partner Management
- Recap Services

**CLIENTS:** Jacobsen Holdings and Realty Bancorp  
Miramar Events  
RCP Tiburon Mile Swim  
International Ultimate Fighting

**KEY**

**EXECUTIVES:** Dan Beeman, Principal  
Scott Gwartz, VP of Business Development

**WEBSITE:** [www.SponsorshipInsights.com](http://www.SponsorshipInsights.com)