

connecting people, opportunities and ideas

DESCRIPTION:

Sponsorship Insights Group (SIG) is a sponsorship consulting company 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; retail destinations, sports arenas and entertainment complexes, tourist destinations, festivals and events.

PROCESS:

After initial consultation, each client receives a customized proposal to fit their specific needs, within their budget and timeframe. Our comprehensive offerings provide clients with total support through all phases of the sponsorship process.

Our initial stage of work is to provide clients with a valuation of assets and a customized plan for revenue generation.

1) Strategy Development & Valuation - pricing subject to scope

- Define key stakeholders
- Identify business and marketing objectives
- Inventory marketable assets
- Conduct formal valuation of each opportunity
- Generate list of possible sponsorship partners
- Establish specific goals and projections for partnership

At the conclusion of the valuation, we provide a "roadmap for success." Properties then have four choices:

- A. Do nothing
- B. Retain our services on a monthly retainer plus commission (see detail below)
- C. Use our educational tools/training for their existing staff - pricing subject to client needs
- D. Use our Executive search to find sponsorship sales professionals 25% of first year salary

Should clients desire to retain our services as a sponsorship sales agency, the following phases usually occur:

2) Pre-Sales Planning (2 - 4 weeks) - pricing subject to client needs

- Develop presentation materials
- Create custom leveraging plans
- Identify prospective companies to approach

3) Sales Campaign (12 month minimum) \$2,000 - \$20,000/mo + commission*

- Conduct solicitation calls and emails
- Make presentations to prospects
- Develop customized marketing plans for prospects
- Negotiate value exchange with partner
- Ensure contract fulfillment

4) Partnership Management & Activation (Ongoing)..... \$125 per hour separately

- Develop stewardship and activation plan
- Prepare venue staff for upcoming sponsorship program
- Oversee activity to ensure effective launch of sponsorship relationship

Hourly fees: Any work outside the agreed upon scope of services will be charged at \$125 per hour.

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**Standard commission fee is 20% on all cash and cash-equivalent agreements*