FULL SERVICE

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PACKAGE, SELL AND MANAGE YOUR SPONSORSHIP AND PARTNERSHIP OPPORTUNITY

We have a core team of sponsorship consultants and sales experts offering a fully comprehensive packaging, sales and management service - we work on a number of levels offering our clients advice to full-scale packaging, sales, management and marketing communications programmes.

We specialise in packaging, selling and managing sponsorship and partnership opportunities on behalf of rights holders - helping our clients understand:

- The power of sponsorship
- Why brands sponsor and partner
- How to best present your sponsorship and partnership opportunity to attract sponsors and partners

HOW WE WORK WITH RIGHTS HOLDERS

- Develop a sponsorship and partnership packaging and pricing strategy
- Develop sales materials
- Operate a sponsorship and partnership sales service

HOW WE WORK WITH BRANDS

- Manage and maximise sponsorships and partnerships

PACKAGING AND PRICING

We package the power of your sponsorship and partnership opportunity into straightforward easy to understand offers to be presented to target sponsors and partners.

Our approach ensures that your sponsorship and partnership opportunity is priced in line with other market opportunities.

We work with our clients to develop packages to suit differing levels of needs, including:

- Title and Presenting Sponsors
- Co-Sponsors
- Official Suppliers
- Media Partners
- Supporters

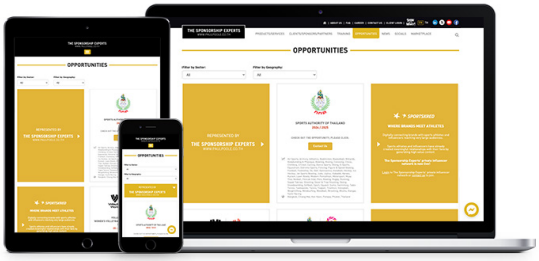
We develop comprehensive rights packages, including:

- Branding
- Media
- Mobile and On-line Marketing
- Email Marketing
- Experiential Marketing
- Hospitality and Networking
- Data Capture
- Merchandising and Licensing

SALES MATERIALS

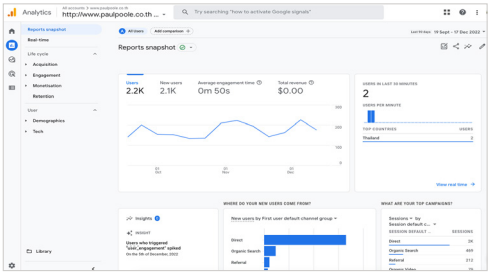
It is critical that rights holders seeking sponsors and partners offer packages that are presented in a way that is attractive to potential sponsors and partners and that meet their business objectives.

We develop sales materials outlining the different rights packages on offer, in on-line and off-line formats.



SALES WEBSITE

We develop on-line web based materials.



These web based materials include:

- Introduction
- Facts and Figures
- The Values
- The Offer - Rights Packages
- Benefits of Association
- Pricing
- Next Steps/Contact Information

We use Google Analytics to monitor web based materials traffic and marketing effectiveness.

DIGITAL VIDEO

We subscribe to Crave Asia's rights-free content library and creation tool, allowing us to edit any existing promotional videos and materials into a short MOV file - an excellent way of bringing your offer to life, massively aiding the sales drive giving an audio visual flavour to your offer.

PDF EXECUTIVE SUMMARY

We edit these web based materials into an easily digestable paper format.

SALES SERVICE

We source sponsors and partners, ensuring best brand names in their sectors and educate potential sponsors and partners to the benefits of association.

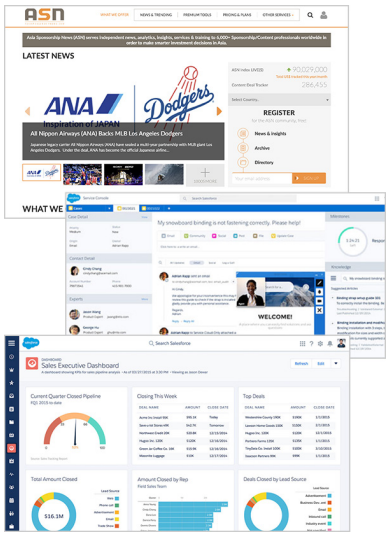
DEVELOPING SALES TARGETS

Having packaged the opportunities and developed the sales materials we then target prospect sponsors and partners.

We focus on marketing to many different industry categories. These will be developed as part of the sales strategy.

We are a member of the Asian Sponsorship Association and the parent company of Asia Sponsorship News the leading market intelligence service for the sponsorship industry in Asia, which provides us with unrivalled market intelligence; insight, reports, analysis and case studies.

We use the latest Salesforce application, which can provide up to the second reports on sales activity. All sales activity is saved on our Salesforce database and reports can analyse data to estimate how much money will be raised and timescales.



CONTRACT AND NEGOTIATION

Our legal experts will handle all the contractual and rights negotiation. This can vary from interpreting the contract to working up a formal contract, ensuring international law and local jurisdiction is acknowledged. The Commercial Terms, Heads of Terms, Intellectual Property Rights and use in Territories are just some of the areas that need to be considered.

MARKETING COMMUNICATIONS

We execute holistic programmes of media relations to build your sponsorship and partnership opportunity and brand presence via a PR programme across consumer, business, sponsorship and marketing media.

Our PR services include:

- PR Campaign Strategy and Development
- PR Materials Preparation and Distribution
- Media Sell-In
- Media Relationship Development
- Media Training
- Press Cuttings/Evaluation

SPONSOR AND PARTNER MANAGEMENT

It is critical that sponsors and partners know what is going on and feel involved and central to the sponsorship and partnership.

We manage sponsors and partners ensuring systems are in place throughout the lifecycle, including:

- Contract Implementation - daily contact (where appropriate) and monthly meetings
- Contract Review - six month activity review
- Contract Renewal - re-negotiation to enhance, renew, retract contract

COST:

Our costs are based on **daily rates and commissions.**
We provide free quotations/consultations.

CONTACT:

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