



GET DISCOVERED!

PARAMONOS CONSULTING SERVICES

TALENT

PARAMONOS®

SPONSORSHIP COACHING

Consulting for Sponsorship Seekers

If you are a sponsorship seeker (Athlete), consulting with Gabriel Daniels Fe will provide you with the direction and advice to markedly improve your marketability to sponsors and build your audience.

Consulting for sponsorship seekers varies with the needs of the client, but typically will include the components listed below.

1. Strategy development

Overall strategy development forms the crux of most consulting projects for sponsorship seekers, and will typically include strategies to:

- Identify your best commercial assets, as well as those that will only waste your time and resources.
- Create a workable sponsorship structure and hierarchy.
- Secure new sponsors and maximize revenue from them.
- Maximize revenues from current sponsors, including reinventing underperforming sponsorships.
- Address strategic, political, and relationship issues with current sponsors.
- Structure sponsorship revenues for maximum flexibility.
- Extend the functional geographic reach and timeframe of your properties.
- Increase the value of smaller properties, making them “punch above their weight” in sponsorship revenues.

- Streamline the sponsorship process and framework.

2. Hit list development

In addition to providing an overall strategy, Gabriel will also work closely with you to develop a hit list of potential sponsors, including:

- Identifying the best options for sponsorship – some obvious, and some far more creative options.
- Prioritizing potential sponsors.
- Identifying their hot buttons for sale.

3. Offer development

Sponsors expect bespoke offers that tell them how your property meets their marketing and larger business needs. To that end, Gabriel will:

- Develop a strong sponsorship proposal template.
- Create specific and customized offers for priority sponsors.
- Build and document individual business cases for saying “yes”.

4. Marketing plan development

You can't sell sponsorship without a strong, engaged audience. As part of the consultancy, Gabriel will:

- Assess your current marketing plan and provide feedback.
- Provide strategies to maximize the effectiveness of media gained from media partners.
- Harness sponsor leverage programs to extend and amplify your marketing plan.
- Use social media and other marketing assets to maximum effect.

5. Sponsor management

After-sale servicing is a critical factor to sponsorship success, and as such, Gabriel will provide strategies for:

- Increasing the engagement of sponsors and the results they get from their investment in your property.
- Shifting the burden of sponsorship measurement to your sponsors.
- Facilitating sponsor cross-promotion.
- Timely and appropriate reporting.
- Issues management.

6. Engendering buy-in

Sponsorship doesn't work in a vacuum, so buy-in is essential to ensure understanding, support, and uptake of the new approach, Gabriel will undertake all of the following:

- Involving key decision-makers and influencers in the strategy development process.
- Incorporating rationale for all recommendations in the strategy.
- Providing intensive training and coaching for the frontline sponsorship and/or marketing team.
- Providing training on the basics of best practice sponsorship and how to harness it to a broader stakeholder group.
- Addressing the executive committee (as appropriate), providing a comfort level with a move to best practice sponsorship.

7. Creating a consistent approach to sponsorship

In addition to the training outlined above, Gabriel will provide a compliment of tools and templates to support the strategy and new approach. If appropriate, we can also provide training, tools and templates, and a manual for your regional offices, member organizations, or across a federated structure.

***Name**

***Email**

***Phone**

***Im interested in**

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Social Media Consulting (+\$1500.00) Sponsorship Consulting (+\$3500.00)

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☐

Marketing & Brand Strategy (+\$5500.00) Paramonos Models (+\$250.00)

***Instagram**

***Youtube**

***Twitter**

***Snapchat**

☐ Check if you would like to be considered for management

***What is your Budget?**

Invite Code



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MEDIA
CONSULTING

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