
connecting people, opportunities and ideas

Every day, our members from our social media groups/fans/friends and followers tell us that they need effective sponsorship solutions, but struggle to identify cost-effective representation or services that actually deliver customized solutions for them.

On the property side, the options usually are:

- Commission-only representation with no results.
- Retainer plus commission with lots of reports on "sales activity" but unsatisfactory results.
- Consultants who "value" their property, and provide "advisory services" but don't actually help them sell.
- Go it alone mode. They use the shotgun approach to send proposals that either miss target, are miss-priced or poorly thought-out.

There are a few websites that "connect" properties with sponsors. Most of them are in BETA-mode and have yet to hit critical mass or have many success stories. They also bypass the agencies that have the deep relationships with brands and properties.

We came up with a model that meets the needs of the marketplace and serves our community at the same time.

PROBLEMS

- Many properties don't understand their value, have poor representation and need sponsors
- Many agencies spend too much time trying to get clients instead of providing services
- Many agencies are either too general or too specific with their competencies
- Many agencies have high overhead (staff, offices, equipment and travel) which creates higher fees
- Many agencies are geographically restricted with capabilities by the location of their offices
- Many talented former agency folks are looking for work as independent contractors
- Social media as a tool is underappreciated, underutilized and not understood

SOLUTION

- SIG maintains low overhead and has a natural pipeline of inquiries for sponsorship help.
- SIG sources opportunities from our social media communities and their needs
- We consult and build a proposal according to their timeline and within their budget.
- We outsource the client servicing/sales/valuation to teams of individuals or agency that can best serve the needs of the clients according to specific capabilities and geography.
- We align with a social media agency to provide webinars for properties on using social media to enhance value
- It is cost-effective, geographically and competency-relevant and serves all sides of the sponsorship community.

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