

Welcome Note

Thanks to so many of you who've started contributing to the newsletter. Receiving content from within the industry provides a richer global perspective for all of us. By contributing, you're contributing in building a better industry.

Sponsorship Insights Group is the single largest social media space for sponsorship professionals – from all over the world. If you know someone in our industry that's not in our group, invite them to connect. Share this newsletter and let them know they can contribute too.

Happy October, everyone.

LinkedIn Membership Statistics

As of September 21, 2010, our LinkedIn group had **5,511 members**. We strongly encourage our partners and subscribers to share this information with other professionals in the sponsorship/marketing community.

Jobs

To post your jobs on our SIG LinkedIn Job Board or to find jobs, [CLICK HERE](#)

For job and internship opportunities with SIG, [CLICK HERE](#).

Check out more job opportunities at SponsorPitch. [CLICK HERE](#)

To view jobs at IEG, [CLICK HERE](#)

Education & Networking

Upcoming Conferences

September 28 - October 1st, 2010: [Global Sports Industry Summit](#) - Pari, France

October 12, 2010: [Think! Sponsorship](#) - London, England

October 18-22, 2010: [TEAMS Conference & Expo](#) - Charlotte, North Carolina

October 25-27, 2010: [Sponsorship Australasia 2010 Conference](#) - Gold Coast, Queensland, Australia

November 11 – 12, 2010: [Sponsorship Marketing Council of Canada](#) – Toronto, Canada

November 12-15, 2010: [National Arts Marketing Project Conference](#) – San Jose, California

Featured Commentary

Does the phrase “where do you hurt” come to mind at all when you think sponsorship? As a property selling sponsorship you need to remember the goal is not to sell what you have, but instead to help the sponsor achieve their goals. (A paradigm shift for many.) This past week I have talked with so many sponsors and companies who are tired of being “pitched” packages. They complain that the properties don't know anything about them “but think they have the solutions to our woes”.

This is where I say, the job of the property is to determine where the sponsor or prospective sponsor “hurts”. They need to find out what the issues are (sales are low; sales are so high they cannot deliver quality product;

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they have a PR issue or too many staff or too few staff). No matter what it is, find out where the sponsor hurts. (And sponsors need to tell properties where they hurt to make this work!) Once you know where they hurt you can build the program with the right benefits and concepts and activation plan from your property to help them stop hurting. It works and everyone wins. So remember, find out where the hurt is and help make it go away!

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President of Partnership Marketing

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Have some insight on an industry issue or trend that you would like to shed light on? Please email [Nneka Madus](mailto:Nneka.Madus) to discuss contributing an article to the newsletter.

Tools/Resources/Services



Ascension Sports Partners, LLC believes that whether you are a company looking for the missing piece to your Corporate Sales team or an individual contributor looking to take the next step in your career, you deserve a dedicated and service-oriented partner to help navigate you through the process. | ascension-sports.com



Pinpoint is dedicated to creating tools and services to guide companies and rights holders to build win-win relationships and more valuable sponsorships. We invite you to learn more about these tools and services developed to streamline

the sponsorship process and generate greater impact from your relationships. [Click here](#) to request a demonstration with SIG in the subject line – SIG members receive 2 free months of Pinpoint SES with a standard agreement! | www.pinpointsponsor.com



SMG Worldwide

SMG Worldwide is a full-service sports marketing firm with a precise focus: marketing your brand with innovation and dedication. By combining facets of conventional marketing with public relations and entertainment industry-style

management, we are the ultimate powerhouse when it comes to propelling your brand and reaching the right audience. SMG has great relationships with numerous companies, obtaining sponsorships and endorsements for sports properties and athletes. | www.sportsmarketinggroup.net



SponsorPark is committed to supporting people's passions by connecting sponsors to sponsorship opportunities. We are offering an exclusive discount to all SIG members for 10% off the membership package of your choice. Sign up and choose a package using promotion code **SIG** to receive the special discounted offer! This discount does require Sponsorship Insights Group membership which

you can establish at [LinkedIn](https://www.linkedin.com/company/sponsorpark). Sign up today! | www.sponsorpark.com



Sponsorpitch combines a video pitch platform, messaging features and demographic targeting technology to help sponsorship properties connect with potential sponsors in a more expressive, efficient and effective new way. Brand

marketers, agency executives and sponsorship sellers are encouraged to visit www.sponsorpitch.com to get started today. | www.sponsorpitch.com



Sponsorship Insights Group – The Agency! (SIG) is a principal-centered sponsorship agency that connects People, Opportunities and Ideas. We serve the entire sponsorship industry through our comprehensive services and deep relationships. We help both buyers and sellers of sponsorship programs increase efficiency and profitability. We have embraced social, viral media and founded and host the most dynamic and largest online sponsorship and marketing professionals group. | www.sponsorshipinsights.com



SponsorshipPRO+ is an easy-to-adopt and affordable software application that helps users create more complete, dynamic and valuable sponsorship presentations for events, venues, and agencies. [Click here](#) for more information and mention you are a SIG member to receive an exclusive discount | www.sponsorshippro.com



High5 Online Sponsor Recaps - Look forward to a state-of-the-art, simple-to-use online tool that allows your organization to easily create unique, password-protected sponsor recap websites!

online sponsor recaps

High5 will help you manage mounds of statistical data, imagery and A/V files; create and present interactive websites; collaborate in real time with your sponsors; and print the web pages for take-away reports.



If you're with a professional sports team, special event, festival, or non-profit, High5 offers an innovative way to clearly communicate your sponsors' ROI.

Visit Spotlight Creative's website at www.spotlightcreative.com/reports to find out how easy and cost effective it is to kick your sponsor recaps up a notch! | www.spotlightcreative.com



Starfish Creative Events is Southern California's premiere full service events and promotions firm, ready to make your brand come to life. Through thoughtfully designed events, unique marketing ideas and effective publicity & product promotion, SCE dynamically builds corporate brands. SCE will work with you to design and direct your perfect event. | www.starfish-events.com



The List Online is a subscription-based, sales intelligence solution providing direct access to over 105,000 marketing, advertising, and media decision makers. The List is used by dozens of sports and business organizations to secure corporate sponsorships. Unlike any other solution it its set, The List employs an in-house team that conducts continuous quality assurance processes, covering every item in its database every 120 days, ensuring best-in-class accuracy. Accuracy equals higher quality contacts, which saves time and enhances prospecting ROI. The List can pay for itself, easily.

For a free trial and a 10% discount, follow this link and use CODE 'SIG'

<http://www2.thelistinc.com/l/353/2010-04-08/FIO17>

Discussion Topics of the Month

[Data Mining - what are the tools you use to search for appropriate contacts?](#)

Share with the group your best method for finding the right contact when you don't have a brand relationship?

[Best strategy used to hire someone while seeking corporate sponsorship >](#)

[During the process of seeking corporate sponsorship is it advantageous to hire someone specifically for that purpose? Recommendations are greatly appreciated.](#)

Blogs

- Sponsorship Insights Group | [Click here to visit blog.](#)
- Partnership Activation | [Click here to visit blog.](#)
- Seth Godin | [Click here to visit blog.](#)
- Marketing Sherpa | [Click here to visit blog.](#)
- Power Sponsorship | [Click here to visit blog.](#)
- Sports Marketing and PR Roundup | [Click here to visit blog.](#)
- SponsorPitch | [Click here to visit blog.](#)
- SponsorPark | [Click here to visit blog.](#)
- Take a Peck | [Click here to visit blog.](#)
- Spotlight Creative | [Click here to visit blog.](#)

From the Managing Director

I recall reading last year that nearly 8 out of 10 sponsorships begin as a cold call. If true, that's a staggering number left to pure chance and it leaves those that seek out brands to wonder who to call next?

The Internet has become a terrific resource to research how brands are positioning themselves, articles on industry trends, and information on potential contacts. Many also hold tight to their tried-and-true Rolodex, chalked full of names of brand managers they've connected with over the years. But, since ours is an industry of people on the move, keeping contact with someone can be difficult.

I've used several databases over the years. IEG Sourcebook offers information on contacts and brands, what those brands have sponsored previously, what the companies spent and sometimes, deal-point specifics. It's a pretty good resource for determining what brands would make a good sponsor for a property. Some use Hoovers online, a database that offers general contact information, plus for a few dollars more, general industry information. I used Hoovers for a year – and thought it was reliable in offering up-to-date contacts but not much else in the way of background.

A few months ago, I was introduced to The List. The List (www.thelistinc.com), is by far the best tool I've ever used for finding the right brand, marketing and sponsorship contacts at a company. The List supplies key information about the agency of record, which brand managers are making decisions around sponsorship activation, ad spend, and so much more. The service also allows you to print, download information, or export it to your CRM system.

The List also tracks sponsorship dollars spent by the company and at the brand level. What's more, each contact is updated 3 times a year and a time stamp is placed on the profile showing when it was last telephone-verified.

Since using the service, SIG Agency has saved an incredible amount of research hours and we've been able to immediately make the right contacts. As the CEO of The List, Todd Knutson put it, "Our sponsorship marketing clients are always pressed for time and need to quickly identify the right contacts in their target companies. The List provides the advertisers, the appropriate marketing contacts, and related information they need to do their jobs more effectively."

The List is graciously offering Sponsorship Insights Group's LinkedIn members an opportunity to receive a 10% discount on their first year subscription to The List. The money you'll save in time spent researching alone will pay for this tool. It was made for our industry – and I recommend it to everyone. Go to <http://www2.thelistinc.com/I/353/2010-04-08/FIO17> for this special SIG offer!

Professionally yours,

David Rachell - Managing Director, SIG | <http://www.linkedin.com/in/davidrachell>

To learn more about Sponsorship Insights Group and services, please visit our website at www.sponsorshipinsights.com.

Designed and developed by [Spotlight Creative, LLC](#).