



ACTIVE-8

SELLING SPONSORSHIP TO TODAY'S BUYERS

The way we buy things has completely changed in the last 5 years, the way we sell sponsorship hasn't changed in 50 years, until now...

90% *of customer buying decisions start online**

75% *of buyers use social media to research opportunities*

57% *of a buyer's journey takes place before a sales person is involved*

ONLY 3%

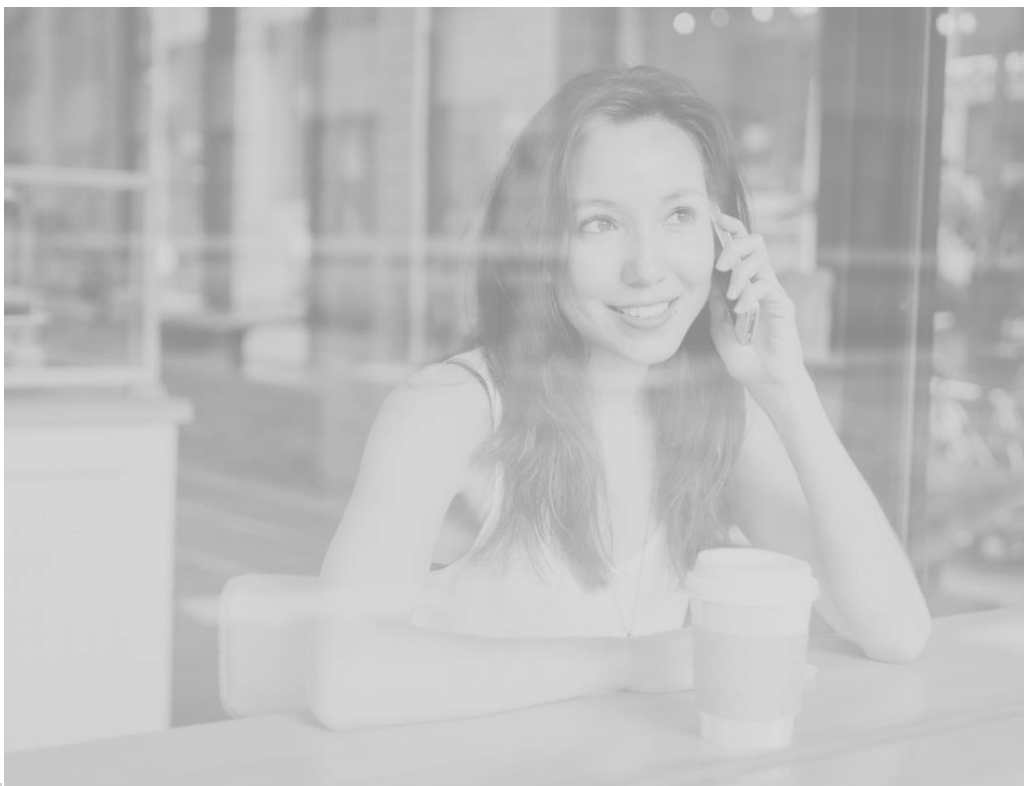
of our target buyers are actively seeking to buy at the time we speak to them

***SOURCE: FORRESTER RESEARCH**



TRADITIONAL

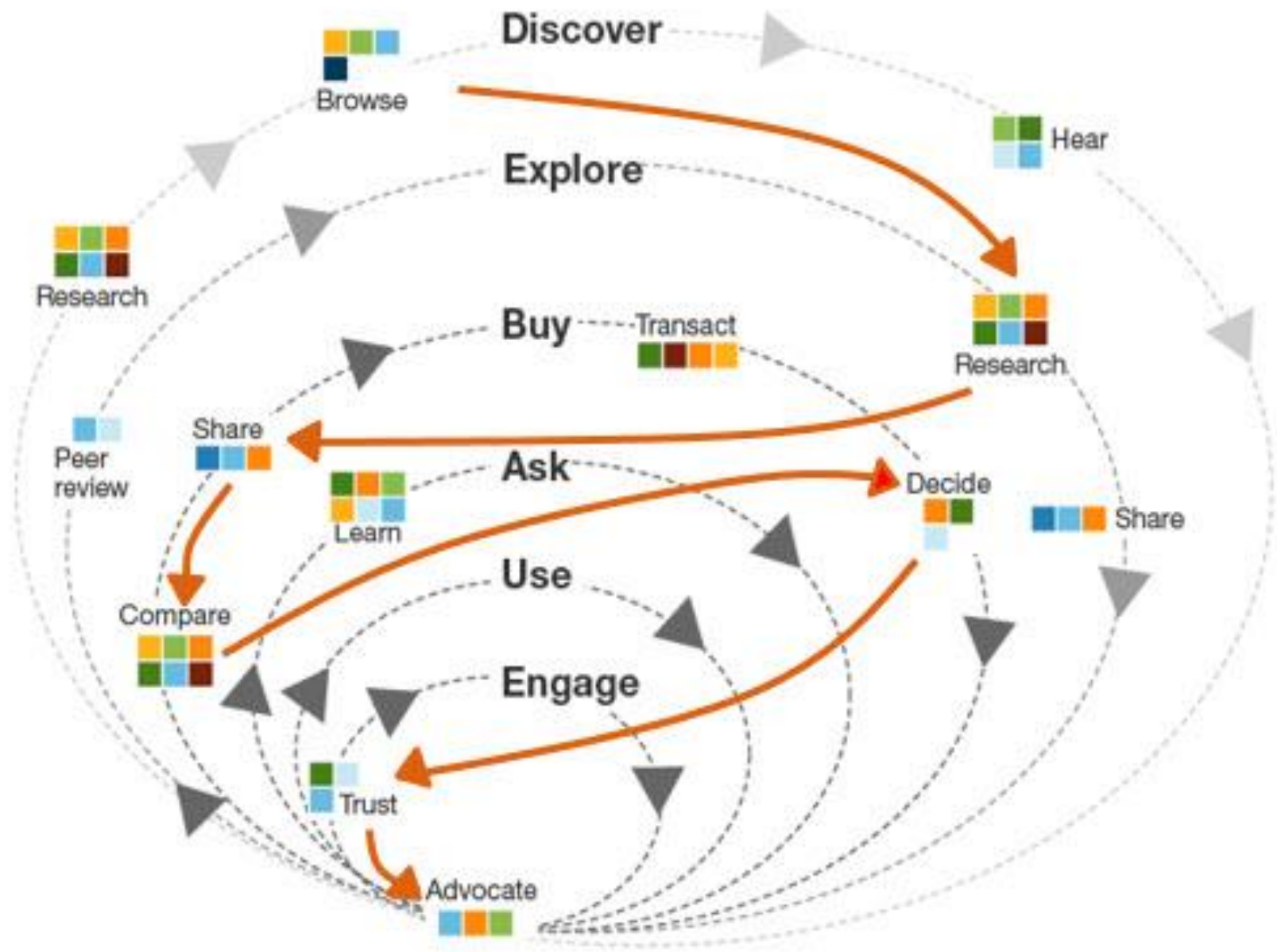
Teams making brand decisions cannot be influenced by sending a presentation to one member and following up by phone. Those days are over.



SOCIAL SALES

Never before has it been easier to influence the decision making team whilst they are researching the best options for their marketing campaigns.





Mobile
 Web
 Company website
 Events
 Sales
 Peers
 Social
 Email
 Print

ACTIVE-8

A new integrated 8 stage sales strategy which utilises proven new 'social selling' techniques

Digitally influence buyers when they are planning their campaigns

Socially educate the wider decision making team to attract them to your opportunities

Profiled brand matching ensuring your event is only approaching the right brands for your audience





**"Don't sponsor the
property."**

Sponsor the fans."

@KimSkildumReid,
PowerSponsorship.com

Who?

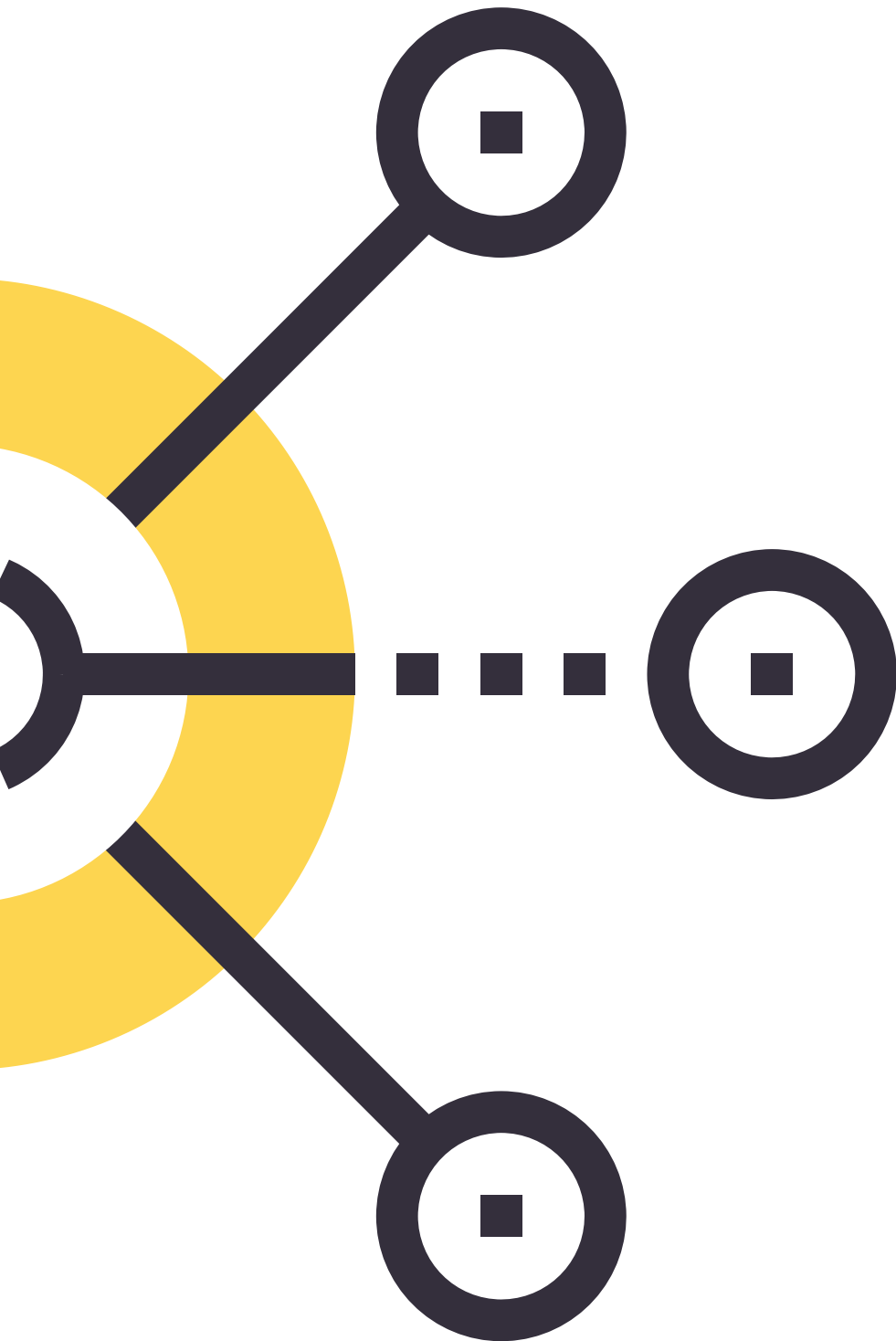
A brand wants to market to your audience. You have to demonstrate that you know who they are, their lifestyle and preferences. You have to offer a way of educating the brand about their target audience.

Why?

In a crowded marketplace, you need to prove in advance why your event is the right choice for the brand.

How?

You have to show that you really want to partner with a brand and have the means to deliver their brand message to your audience.



ALIVE ACTIVE-8

1. Audience Research

2. Brand Selection

3. Educate

4. Advertise

5. Engage

6. Bespoke Proposal

7. Contract

8. Invoice

ALIVE ACTIVE-8 FEE STRUCTURE

Stages 1-4

Consultancy: Fee-based dependent upon of level of work required to develop a bespoke programme for your organisation.

Stages 5-8

Commission based: Dependent upon agreed targets.

Activation Management

Partnership management fees to be agreed on separate contract if required.



ALIVE ACTIVATION

BRAND PARTNERSHIPS: SOLVED

To discuss your project and find out more about
gaining a competitive advantage for your
opportunities contact:

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