

**ysc sports marketing**

**WHO ARE WE?**

**WHAT ARE WE TALKING ABOUT?**

**WHO ARE YOU?**

**TARGET LIST CREATION**

**PROPOSAL CREATION**

**SELL**

**SERVICE AND ACTIVATE**

**RENEW AND PROSPER**

**CONTACT INFO**

**US YOUTH SOCCER**

**UNITED SOCCER COACHES CONVENTION PHILADELPHIA 2018**

**How to Bring in Sponsorship Revenue to Your Club or Organization**



**ysc**  
**sports**  
**marketing**

- **30 YEARS OF EXPERIENCE IN SPONSORSHIP SALES**
- **OVER \$100,000,000 IN SPONSORSHIPS SOLD**

**PROPERTIES**

**BRANDS**







# BEACH SOCCER



**ASA**  
entertainment™













Kimmel  
Center  
for the  
performing  
arts

THE KIMMEL CENTER  
ACADEMY OF MUSIC  
MERRIAM THEATER



avp 









**WHAT ARE WE TALKING  
ABOUT?**

**WHAT IS  
SPONSORSHIP?**

**HOW DO I GET  
SPONSORS?**



# SPONSORSHIP

MISCONCEPTIONS

VALUATION &  
ROI

WIN-WIN AND  
QUANTIFIABLE



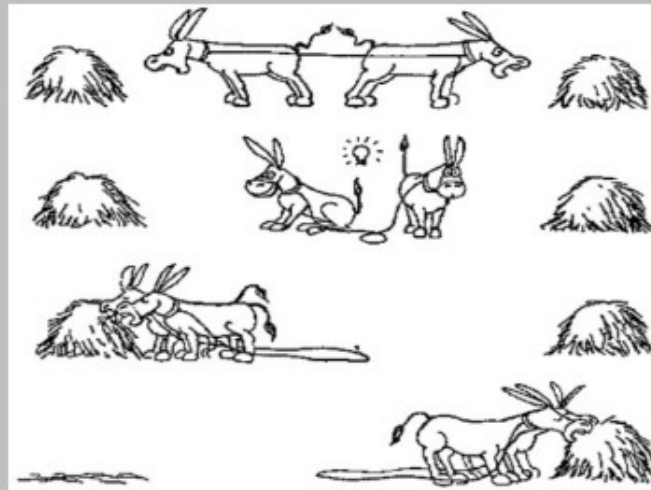
## MISCONCEPTIONS



## VALUATION & ROI



## WIN-WIN AND QUANTIFIABLE





KNOW WHO YOU ARE



## CREATE A TARGET LIST



CREATE A PROPOSAL



SELL

**TIME TO  
SELL**



## SERVICE AND ACTIVATE



RENEW AND PROSPER



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# WHO ARE YOU?

AGE/GENDER/  
INCOME/  
ETHNICITY

HOW MANY  
PEOPLE DO YOU  
REACH AND  
WHERE ARE  
THEY FROM?

PSYCHOGRAPHICS

SCOPE OF  
INFLUENCE



# AGE/GENDER/INCOME/ ETHNICITY



**HOW MANY PEOPLE DO YOU  
REACH AND WHERE ARE  
THEY FROM?**



# PSYCHOGRAPHICS



## SCOPE OF INFLUENCE









**MOST IMPORTANT ELEMENT OF THE  
PROCESS**



## MATCHMAKER



PEER  
SPONSORS?

# PEER SPONSORS?

## PARTNERS



Stadium Naming Right

**TALEN**  
ENERGY

Jersey Partner

**BIMBO**

Keystone Partners



**ACME**

**CROZER**  
KEYSTONE  
HEALTH SYSTEM

Independence

**Premier**  
Healthcare & Senior Services

**TOYOTA**  
Let's Go Places

**TruMark**  
Financial<sup>®</sup>

**OLIVER**  
Comfort You Can Trust

## DETERMINE TOP CATEGORIES



**DETERMINE TOP  
BRANDS IN EACH OF  
THE TOP CATEGORIES**





**COMPILE THE MASTER  
LIST AND LOAD IN  
CONTACTS**



SUGGESTED  
CONTACT  
SOURCING  
DATABASES



## SUGGESTED CONTACT SOURCING DATABASES



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# PROPOSAL CONSIDERATIONS

BIG VS. SMALL  
LONG  
VS. SHORT

CREATE  
MASTER  
PROPOSAL  
TEMPLATE

CUSTOMIZE

USE GREAT  
PHOTOS

**BIG vs. SMALL**  
**LONG vs. SHORT**



# CREATE MASTER PROPOSAL TEMPLATE

FULLY LOADED TOP OFFERING



SECONDARY  
AND TERTIARY  
PACKAGES

## SECONDARY AND TERTIARY PACKAGES

ALL SECONDARY AND TERTIARY PACKAGES ARE  
KNOCK-DOWNS OF THE MASTER TEMPLATE



**CUSTOMIZE**  
**DO NOT "LABEL YOUR LEVELS"**  
**(UNLESS IT'S A TITLE**  
**PARTNERSHIP)**

<b>PLATINUM</b>	
-A LARGE 5'X10'BANNER TO BE HUNG OR A CAGE NAMED AFTER YOUR BUSINESS (S AVAILABLE)	
-A BOOTH TO BE SET UP BY YOUR BUSINESS 1 TIME A MONTH AT OUR COMPLEX	
-MENTIONED IN OUR MONTHLY NEWSLETTER	
-MENTIONED ON OUR SOCIAL MEDIA PLATFORMS	
-ADVERTISEMENT ON WEBSITE	1,000 DOLLARS
-FLYERS PROVIDED BY YOU POSTED IN OUR BUSINESS BULLETIN	ANNUALLY
<b>GOLD</b>	
- A MEDIUM 3'X6'BANNER TO BE HUNG UP IN OUR COMPLEX	
-A BOOTH TO BE SET UP BY YOUR BUSINESS 6 TIMES A YEAR AT OUR COMPLEX	
-MENTIONED IN OUR MONTHLY NEWSLETTER	750 DOLLARS
-MENTIONED ON OUR SOCIAL MEDIA PLATFORMS	ANNUALLY
-FLYERS PROVIDED BY YOU POSTED IN OUR BUSINESS BULLETIN	
<b>SILVER</b>	
- A MEDIUM 3'X6'BANNER TO BE HUNG UP IN OUR COMPLEX	
-A BOOTH TO BE SET UP BY YOUR BUSINESS 3 TIMES A YEAR AT OUR COMPLEX	
-FLYERS PROVIDED BY YOU POSTED IN OUR BUSINESS BULLETIN	500 DOLLARS
	ANNUALLY
<b>BRONZE</b>	
- A MEDIUM 3'X6'BANNER TO BE HUNG UP IN OUR COMPLEX	
	400 DOLLARS
	ANNUALLY



## USE GREAT PHOTOS

USE GREAT PHOTOS OF:

- ACTION
- CROWDS
- SPONSORS



# "FIRST HALF" OF THE PROPOSAL

## OVERVIEW

1. EXECUTIVE SUMMARY
2. DETAILS ON WHAT YOU DO
  - TEAMS, EVENTS, COMPETITIONS, SUCCESSES, ATTENDANCE, GEOGRAPHIC REACH, MEDIA EXPOSURE, ETC.
3. DETAILS ON WHO YOU ARE/ WHO YOU REACH
  - DEMOS AND NUMBERS
4. LAST PAGE = THE SET UP
  - WHY SHOULD THEY SPONSOR YOU



## "SECOND HALF" OF THE PROPOSAL= RIGHTS AND ASSETS

### 1. BASIC ASSETS

- EXCLUSIVITY, SIGNAGE, BOOTHS, LOGO PLACEMENTS, WEBSITE, SOCIAL MEDIA, ETC.

### 2. CUSTOMIZATION

- WHERE YOU SEPERATE YOURSELF FROM OTHERS

### 3. THE HOOK

- WHERE YOU REAL THEM IN



INVESTMENT AND TERM

## INVESTMENT & TERM

THE MARKETPLACE WILL TELL YOU!

(RESEARCH BEFORE & ADAPT  
AFTER)









## Key Points



## Key Points

- SPEAK **BEFORE** YOU PROPOSE



## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:

## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  1. LISTEN

## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  1. LISTEN
  2. LISTEN

## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  1. LISTEN
  2. LISTEN
  3. LISTEN

## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  1. LISTEN
  2. LISTEN
  3. LISTEN
- 2 EARS, 1 MOUTH

## Key Points

- SPEAK **BEFORE** YOU PROPOSE
- 3 MOST IMPORTANT THINGS TO DO WHEN SELLING SPONSORSHIPS:
  1. LISTEN
  2. LISTEN
  3. LISTEN
- 2 EARS, 1 MOUTH
- ASK 15 QUESTIONS, AND THEY WILL WRITE THE PROPOSAL FOR YOU





**SERVICE AND ACTIVATE**

**SERVICE AND  
ACTIVATE**





## SERVICE AND ACTIVATE

- DONT UNDERESTIMATE THE IMPORTANCE OF SERVICING AND ACTIVATION
- KNOW THEIR GOALS AND EXECUTE THEM TOGETHER
- THE "80/20 RULE" IS THE "95/5 RULE" IN SPONSORSHIP



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**RENEW AND PROSPER**

**HOLY GRAIL OF  
SPONSORSHIP**



## HOLY GRAIL OF SPONSORSHIP



IF YOU  
SERVICE AND  
ACTIVATE...

**IF YOU SERVICE AND  
ACTIVATE YOU WILL:**

- RENEW FOR:



**IF YOU SERVICE AND  
ACTIVATE YOU WILL:**

- RENEW FOR:
  - MORE MONEY



## IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
  - MORE MONEY
  - LONGER DEALS



## IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
  - MORE MONEY
  - LONGER DEALS
  - THEY WILL EVANGELIZE





## IF YOU SERVICE AND ACTIVATE YOU WILL:

- RENEW FOR:
  - MORE MONEY
  - LONGER DEALS
  - THEY WILL EVANGELIZE
- CREATE AN UNSTOPPABLE  
COALITION OF LIKE MINDED  
BRANDS







**CONTACT INFO**

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