

## Sponsorship Mastery Week 3

Foreign

we're now going to

have a look at the

six

essential questions that

we're going to have to ask

in our

meeting

or our

telephone call with the

potential

sponsor.

So the questions that we ask

are

really

important

for us

crafting

a,

vision and an image of what

the sponsor would want

in the

proposal.

So we really, in this

first

contact, this first meeting,

this

first

**week**,

we're either

going to go and see them if

they're

reasonably

local, or

we're

going

to make a phone

call.

So

they've

come back

to us and they've said,

yeah, I'm

really

interested

in what you're saying

in your

messages.

How would this

work

?

And you go, great, could we  
arrange a time to  
chat  
?

And that's either, as I  
say  
locally  
you're going  
to go and see them or  
more  
likely  
it's going  
to be by phone call.  
So you've got your time,  
you're  
ringing  
them up and we  
want to go, thanks  
very  
much  
indeed for putting the time  
aside  
to talk to me.

Can we  
just  
get a little bit  
of a view of, you  
know,  
how it might work for you  
and a little bit of a view  
of your experience already?

Bob?

Okay.

And the  
first  
question you're  
going to ask him in this fact  
finding  
questions,  
we need to ask questions  
that are going to have them  
talk about their  
world.

We need to listen  
to the  
answers  
and we need  
to make notes so that we have  
all of the  
details.  
So the  
first

thing is,  
have you been involved  
in sponsorship before and how  
did it go for  
you  
?

So we want  
them to  
tell us all about what their  
experience was  
like.

Was it  
good,  
what worked  
for them, what  
didn't work for them?

You know  
, it was all right  
to a certain point and  
then

it changed or whatever.

We may have to ask follow

up questions

such  
as tell  
me  
more

about that, you  
know, how did that, how  
did that work for

you

?

Give me  
more  
detail  
so that you're able to get  
a fuller picture of what their  
experience was like,  
what  
worked for them and what  
didn't work for them.

So we can avoid some  
of those  
aspects  
and make sure  
we've got lots of the  
things  
that work for them.

In our  
proposal.  
If you had your time over

again,  
what would you  
do differently to make  
it more  
successful  
?

Is a follow up question  
to be  
able.

So they told you  
all  
about,

**we**  
supported this football  
club or we did this or  
we did  
that,  
or we put our  
name on a  
motorway  
bridge  
or whatever it might be.

And  
okay,  
what was good  
for it, what was bad for it.

How was your  
experience  
?

What was your return  
on  
investment  
?

You know  
, this is the type  
of thing we're asking,  
was it  
worthwhile  
?

Was it money well  
spent  
?

And then if you had your  
time over,  
what  
would  
you do differently to make  
it more  
successful  
?

So those follow up questions  
are

just  
going to give you  
everything you need  
in getting a  
fuller  
picture  
of their experience  
so

far with sponsorship.

Now, they might have had no  
experience, they might  
actually  
be saying, this will  
be our  
first  
venture into it.

So we  
want  
to know as much  
from you  
as

,

**as**  
you can  
as you're asking from us.  
So that's  
not  
a problem because  
again, we start with a  
blank  
sheet of paper there and we  
can go, okay, and you ask,  
follow up with the  
next  
question that's  
actually  
looking at what they would  
want from sponsorship.

So let's look at question  
two.

So question  
two.

What would be the  
ideal  
outcome  
for you from us working  
together this  
season  
?

And what we want to know is  
their version of  
success

?

What does it look

like

?

What would they need to

get

?

Is it better

customer

awareness

?

Is it better staff

retention

?

Is it a better social,

social

impact

?

Is it better community

standing

?

We

need

to know what it

is that they want to get

out of being

involved.

So

then

when we know what that

success looks like, we can

then

make the proposal, meet

that as

closely

as possible.

So that gets us

nearer

to a yes.

When we know what their

version

of success is and we have

a

proposal

that matches that.

So delve

deep,

ask

follow up questions.

What would it mean if you

had more social,

exposure

?  
What would it mean if you had  
a  
better  
community,  
**community**  
presence and you  
had a  
local  
rider riding for  
you and sponsoring, get more  
detail, get more information  
so  
that you can fill out the  
details,  
write down  
**your**  
notes and that will help us  
craft the  
proposal  
to match  
what they see as their level  
of  
success.

Question  
3.  
What would you  
consider  
**is**  
the most important elements  
of a sponsorship  
package  
?  
So  
again,  
we want to know  
**what**,  
what's important  
**to**,  
is it  
important to go to the  
races  
?  
Is it important to have  
social media  
connection  
?  
Is it  
important  
to have,  
their, staff be able to  
arrive

and go as a, as a, as  
a reward for great work  
and great customer  
service  
?  
What is it that  
they're looking  
for  
?  
Because  
then  
we put into our  
proposal the things that  
they see important,  
not  
needless items that we're  
going, oh, I can,  
I can  
, I  
can give you tickets to the  
races.  
And they're going,  
honestly,  
there'll be  
nobody  
going to the races.  
Because  
what we need to do is  
we need to have  
XYZ  
happening  
with our sponsorship, package.  
Whereas when we don't know  
that we are just  
blindly  
thrashing out with various  
things that they might be  
interested  
in, hoping that  
we strike, a note when we've  
asked them what's important,  
we can  
then  
create the  
proposal  
that meets that  
space for them.  
**And**  
,  
and it's bringing them  
added value and it's  
bringing them added

benefits.  
And we're striking a chord  
straight  
to what they see  
as important,  
so  
really  
important that question.

Question

4.

Do you feel that your  
staff  
and team could benefit from  
our partnership this  
season  
?

So this is trying to provoke a  
conversation  
and try to open  
up their mind to  
potential  
incentives and rewards that  
they may  
not  
have already  
thought about, you know, or  
maybe  
a personal appearance  
for you to come and talk to  
their  
sales staff or come and  
talk to their drivers about  
the challenges that you have  
over  
a race weekend and how  
close it is to the  
challenges  
that they  
maybe  
have and how  
you can help them with your  
approach  
and, you know,  
**your.**

It's an  
exciting  
thing that you do.  
They're  
all  
interested,  
you know, and,  
again

, they  
become your followers.  
They've met you,  
they've  
done  
a selfie.  
You know  
, they end up being  
a really  
good  
, strong advocate  
and ambassador for you.  
So  
opening  
that whole type  
of conversation  
is, well, what's  
available  
?  
What could we  
do  
?  
Well,  
maybe  
we could do your  
best salespeople, get  
a  
, get  
a chance to come to the races.  
Maybe  
we could do, you know,  
a chance of me coming  
and  
bringing  
the bike down.  
Or I could come and represent,  
on  
one  
of your trade stands at  
one  
of your trade exhibitions.  
So there's  
a  
lot of things  
that your team and the staff  
could benefit from  
only  
when you get involved and you  
start to be sponsored.  
Question  
5.  
Do you feel your

customers  
could benefit from.  
From a partnership this  
season  
?  
So  
again,  
you're opening the  
options to customer activity,  
to rewards, to their highest  
customers, or  
maybe  
a draw or  
something,  
a helmet or  
whatever that you could do  
as, they're  
only  
having that  
as an offer to their  
customers  
because they're  
connected to you, because  
they've got a racer in their  
ranks,  
because  
they've got  
their  
branding  
on your bike.

So  
all of a sudden you're  
opening  
again  
, more  
opportunities and more  
conversations about.  
And if you've got a  
marketing  
manager, you know, that you  
can, you can throw out  
a few  
questions to him on how they  
would look at  
trying  
to  
help,  
you know  
, the brand  
through their customer  
engagement.  
So

again,  
you're putting  
it out there for them to,  
we'd like to try  
this,  
we'd like to try that.  
And then question  
six,  
and this is probably the most  
important from what you've  
told me  
already,  
it seems  
to me like there could be  
a  
really  
good fit here.  
Would you  
agree  
?  
So  
you're  
asking  
for their buy in.  
Would you agree that there  
could be a good fit  
here  
?  
You're  
not  
saying they should  
do anything, you're  
not  
committing them to anything.  
Is it a  
good  
time for me  
to put together a draught  
proposal and get your feedback  
on what it might look  
like  
?  
So at this  
point,  
when they  
say yes to that, you're  
getting a buy in, you're  
getting  
commitment  
from  
them that they're now  
interested in moving to

the  
next  
step.

We haven't taught prices, we  
haven't taught anything.

This is what

the  
proposal  
will be.

But you've got a

good  
rapport  
with  
them

, you're getting  
on well with them.

They're  
interested  
in what you do.

And

, So the proposal is you

then

taking  
the information  
that you've got and being  
able  
to put that in place  
into a physical,  
document.

And so that

helps  
us spend  
our time on the right  
people, rather than just  
sending out

100

proposals  
that have got nothing  
specific

in them and hoping  
that somebody might be  
interested  
in it.

And if they say no,

sorry, I'm

not  
ready  
for you

to do a proposal yet.

You can just come back

with, that's

not

a problem.  
No problem at  
all.  
Can I ask why that  
is  
?

Well, I've got  
**to**  
put it to my  
partner,  
I've got to put it  
to the board of  
directors.  
We've got a  
meeting  
at the end of the month on  
marketing and I'll have to go  
to that meeting  
first.

So  
then  
you can actually go.  
Right?  
No problem.  
So would you need  
to be  
able  
to take something  
to that  
meeting  
?

You know  
, is there  
something generic I  
could supply for  
you  
?

And so you're in a  
situation  
where you're discussing  
what the  
next  
step is.  
Now he might  
just  
say, let  
me run it by my business  
partner and let me come  
back to you  
next  
week.  
No

problem.  
Let's  
diarize  
that so  
I can give you a call  
and  
arrange  
to have a chat.  
Once you've had that meeting  
is  
Friday  
next week.  
Okay.  
And so you're still steering  
the ship,  
you're  
still  
negotiating and carrying  
on with, a conversation.  
It's just that you're  
not,  
right, at  
this point  
,  
able to do the proposal.  
So what we want, if  
somebody  
says no, we're  
not  
interested.  
That's  
not  
a problem.  
Do you  
mind  
if I keep  
you, updated on my  
progress this  
year  
?  
So we're keeping them  
warm  
and we're keeping them  
in  
the loop  
, and we add them  
to our mailing list and, you  
know, can I have your  
email  
?  
We add them to the  
mailing

list and we're  
able  
to keep them updated.  
And then guess  
what  
?  
For,  
next  
season,  
they become an even  
warmer  
prospect because they've  
seen your progress.  
So those are those  
six  
questions.  
Any questions about  
the questions,  
then  
we can  
cover  
them on the call,  
but these are the  
questions  
that we need to have covered.  
Need to have the  
answers,  
need  
to have the notes so that  
we're able to  
then  
create  
a  
really  
powerful proposal  
that meets their requirements.  
Okay  
, we're going  
to leave it  
here and  
,

we'll catch up tomorrow.  
Cheers.  
Okay, now what we can't do  
is we can't have it  
as a best kept secret.  
There's  
no point in you  
doing all this work.  
There's no point in you  
having a  
nice

glossy  
brochure  
all  
stacked up  
and nobody knows about it.  
And I know racers

that have  
done  
that.

I know racers that get to this  
point and  
then

they feel  
a bit like it, I'm  
not

sure.

And it's  
not  
perfect, so

I won't send it out.

Doesn't need to be perfect.

What's perfect  
anyway  
?

You never had a  
brochure  
before, you never  
had a  
proposal  
before.

So what's  
perfect  
?

So something is  
better  
than nothing.

So what we've got to do is  
we've got to keep  
momentum.

Now that's the  
real  
secret.

You  
**got**  
to keep  
momentum  
and you've got  
to keep moving  
forward.

So you get them through  
fiverr, through the  
printer.

Whichever way you've gone, you've got them and you need to now use them.

They cannot be your best kept secret.

So we want to be able to get them out there to the physical meetings so we could recap on the people that maybe we've had messages with before and say it's a reason to contact them.

I now have a proposal, brochure.

Could I send it to you ?

Could I have your mail address ?

You know, again, some people are kinesthetic. They don't like online, they don't like digital.

They like buying a car, you know, or buying a motorbike, you know, having the brochure.

I used to work for Aprilia and we went crazy with the head office to go, we need a brochure.

They're like, no, our PDF will do.

We're  
like,  
no, you're spending  
that amount of money  
**on**  
**us**  
on a  
superbike,  
an RSV4.  
You want the  
brochure,  
you  
want to go home, you want to  
look at it over the coffee  
table,  
you  
want to, you  
know, dream about the bike  
you're  
going to own and they  
miss the trick, you know,  
they're  
just going,  
literally, a  
PDF  
will do  
because it's only the  
information  
that you need.  
But there's  
something  
you get  
connected to when you've got  
a,  
nice,  
you know, vibe coming  
back from what you're reading  
and what you're  
feeling.  
So we could retouch with  
everybody that we've  
already  
spoken to who've shown a  
little  
bit of interest and  
let them know we've got a  
brochure  
now and can we send  
that out to  
them  
?  
We could go back and make it

a,  
reason  
to call on  
somebody that, well, I  
just  
wanted to let you know I've  
got a  
brochure  
now, so I  
wanted to bring it to you  
and let you know you have  
gives you a  
reason.  
We  
always  
need a reason  
to contact people and we've  
got a reason to  
contact  
them then that's fair  
and reasonable, isn't it?  
To go  
, I'm only letting you  
know because I've got this now  
and that's  
not  
pestering and that's  
not,  
**you**  
know, badgering people.  
That's  
just  
**only**  
reason I'm  
contacting you is  
because  
I've  
got this now and that's  
normal  
and that's normal behaviour.  
So that's  
fine.  
But what we can't do is  
we can't leave it like  
a best kept  
secret.  
So if you look at  
Tommy  
Bridewell's LinkedIn page,  
Tommy Bridewell  
has got  
his media pack as a

PDF  
on his LinkedIn page.  
Now if it's good enough  
for  
Tommy Bridewell,  
second in  
British, superbikes last year,  
it's  
good  
enough for us.  
So he's got it as  
a downloadable  
PDF  
that you click on.  
And he's  
basically  
saying,  
available,  
available,  
available, available.  
So we can do  
exactly  
the same.  
Let's get it onto our  
profiles,  
let's get it onto  
our  
Linked  
In profile, let's  
get it onto our Instagram  
profile, let's get it onto  
our  
Facebook  
profile where  
people  
can go and see that  
you have got an opportunity  
to get  
involved.  
Sam Wilford  
did  
exactly the same thing  
on his LinkedIn.  
Delighted to announce  
2021  
sponsorship proposal is  
now available and he's  
actually  
got a website.  
So they  
just  
click

and go  
straight  
through  
to his website.

Now a website isn't as  
expensive as it used to be,  
although it does take a  
little  
bit of money to host  
the website and to have email  
on the  
website,  
which is a  
bit  
crazy  
in this day and age  
that you still have to pay  
for email to be  
hosted.

You  
know, in the scheme  
of things it should be  
one  
of those  
free  
things now,  
but it is  
what  
it is.

And this is a wix, website  
that he  
just  
did himself.

Really  
, really easy to do.  
They're free to have a  
WIX  
site  
which it has powered by  
WIX  
at  
the bottom or you pay and you  
don't have that  
anymore  
and it  
just has your domain name.

I would say to begin with,  
powered  
by wix, you're powered  
by wix and then  
Bob  
Beckett

racing  
whatever  
your name is.  
Because realistically,  
do we  
need to  
have a  
URL  
on its own.  
If money's  
not  
tight and you  
want to have your own  
URL,  
you  
could then buy a domain  
name  
,

and add that to your website.  
It's a good place to send  
people,  
it's  
a  
good  
place  
to have your race proposal.  
It's a  
good  
place to have your  
club that we're going  
to talk about in  
a second.  
It's a good place to have  
a  
lot of those  
things  
housed and up there.  
So it's  
not  
a bad thing.  
As I say,  
WIX  
is free.  
There's lots of  
different  
suppliers, WordPress  
and  
Squarespace.  
I've gone with  
Wix  
. I've built

four  
or five  
different websites on Wix  
and it's easy  
and it's  
very  
user friendly.  
The others I can't really  
vouch for because I don't  
know as much about them.  
But  
free  
and easy  
is good for me.  
So if you're going to go down  
that route,  
I  
would start  
with it free and  
then  
I'd  
move to a domain name and get  
an email  
eventually.  
That's what I would  
suggest.  
And that's just the  
WIX  
page  
to go to Wix.com and you  
just  
start and literally,  
just, literally just move  
in the  
pictures  
into  
the space that you want.  
You have the text  
that you  
want.  
It is really,  
really  
easy.  
I mean  
literally  
you could have  
a website up in  
one  
hour.  
That's no  
exaggeration.  
So if you

want  
to go down  
that route  
, that's  
definitely open to you.

Okay  
, so we're going  
to leave it here and we'll  
catch up tomorrow.

See you  
then.

Okay  
, so welcome back.

And now we need to have a  
proposal  
because we've  
done  
the marketing in the fact that  
we've gathered our audience,  
we've now  
done  
some homework  
and  
done  
some research and  
we've  
started marketing  
, we've  
started messaging people and  
now we're getting  
responses  
from those messages.

So we're now going to have  
to have a  
proposal.

And  
what  
we need to come up  
with in a  
proposal  
is that we  
need to have a shop window.  
So if you can  
imagine  
that  
this is, you know, a  
high  
street and you've got your  
shop window, you want that  
shop window to be as eye  
catching as  
possible

and  
that's how you're going to  
look at your  
proposal.  
It's got to be as eye  
catching  
and it's got to be as  
interesting  
as possible.  
So the  
first  
thing that we've  
got to do is if you go on,  
Google  
and you  
Google  
motorcycle racer proposal,  
you'll find a number of  
different  
aspects about  
sponsorship and proposals.  
And one that you will find  
is  
Sam Wilford's  
2020  
commercial partner proposal,  
because that's on his  
IDWE,  
which is his dad's,  
company,  
it's on their company website.  
So it's  
not  
a bad way for it  
always to be out there because  
say you've got a marketing  
department  
that are going,  
how do we get into  
motorsport  
?  
And they  
Google  
motorcycle racer proposal.  
Guess what?  
It's going to come up with  
Sam  
as well as some others,  
but it's going to come up  
with  
Sam  
says

2020,  
which is  
far more relevant than some  
of the other ones that are  
out there and  
maybe  
they can  
start to make  
some  
sort of  
inquiry.  
But the  
whole  
point is that  
you need to be out there.  
The more that you are  
out  
there,  
the more  
chances that people are  
going to be  
engaged.  
The more hidden it is,  
the  
harder  
it's going to be.  
So let's have a look  
at this  
proposal.  
So this is his  
2020  
proposal  
when he was still riding  
for  
IDWE  
in British Superbikes  
and he was doing wild cards in  
CUV  
Spanish championship.  
So  
first  
page is absolutely  
going to capture people's  
imaginations  
, let them  
know what will you do.  
But  
not  
too much about  
motorcycling, you know,  
just, just a,  
clear,

crisp photograph that  
shows what you do.  
A, picture speaks  
a thousand  
words.  
So we  
want  
to try and make  
it  
more  
visually  
appealing than wordy.  
Too  
many words will definitely  
bore somebody.  
And as we know people don't  
**you**  
yourself, you get  
something,  
you look at the  
top, you look at the  
Middle  
, you look at the  
bottom, you  
very  
seldomly  
read all the way through  
the whole thing and people  
are  
exactly  
the same.  
So make it  
visual  
and make it  
impactful  
with the photographs  
and less wordy.  
So the  
first  
thing we've got  
to  
recognise within  
, proposal  
is that we've got to stack it  
with features and  
benefits.  
So this is sales  
101.  
But some of you might  
not  
be  
in sales, so I'm going

to  
explain  
it to you.  
So what's the  
difference  
between a feature  
and a  
benefit  
?

A feature is  
something,  
it's what it is, and a  
benefit  
is what it does for you.

So if you think about  
somebody  
saying to you, when you go,  
and  
we've  
got hospitality,  
imagine they go, so  
what  
?

So imagine their  
answer is, so  
what  
?

You would  
then  
go, well,  
that's because you can get  
food and drink and coffees  
all  
day and be, you know,  
undercover  
if it rains.

So that's the  
benefit.

So you've told them, we've  
got  
hospitality  
tent, then  
they've gone, so  
what  
?

And  
you've  
gone.

So you've got teas and  
coffees,  
you get fed and it  
keeps

you dry in the wet.  
That is the  
benefit.  
And  
that's  
what we've  
got to aim for.  
It's the  
benefits  
that get people interested,  
not  
just the features.  
So we've got to  
really  
ask  
ourselves when we're preparing  
our proposal, so what?  
So  
what  
?  
So  
what  
?  
So that  
means  
you, you have  
to dig  
deep  
and bring  
up  
**the**,  
the benefit.  
Now, let's have a look  
at this  
one.  
So this is a  
dark  
visor,  
which is the feature.  
So what's the  
feature  
?  
The  
feature  
is, it's a visor  
that's dark  
rather  
than  
the normal clear visor.  
Okay, then what is the  
benefit  
?

So the benefit is, in  
the  
sunshine,  
bright sunshine

,

you get better visibility.

So  
all of a sudden you can  
see that the visor itself.

Yeah.

Interested.

Okay.

It's a dark visor.

Don't really know why  
somebody would choose it when  
you talk about the  
benefits.

Because in  
bright  
sunlight,  
you're in a situation  
where  
instantly  
it makes sense  
and that's exactly how  
we've  
got to deal with it.

So this is  
one  
here.

The visor.

What's the feature?

The  
feature  
is it's a dark  
visor rather than a clear  
one.

And what's the  
benefit  
?

Because in  
bright  
sunshine it  
allows you  
better  
visibility.

So  
all of a sudden we  
can see what the  
benefits  
are  
to the elements

of having a visor,  
darker  
rather  
than clear.  
And that's  
exactly  
how we're  
going to aim our proposal.  
So, the  
first  
thing we're going  
to do in an introduction is  
to  
briefly  
explain  
who we are and what we do.  
Now  
, the easiest way to do  
this is to speak as if  
you're talking about  
yourself  
as another person.  
So we're  
delighted  
to present you the official  
commercial partner proposal  
**for**,  
for  
IDW  
Racing  
and the rider,  
Sam Wilford.  
That's somebody else talking  
about  
Sam Wilford,  
somebody  
else talking about the team.  
It's  
not.  
Hi  
, I'd like you  
to look at my proposal.  
You know, hi, it's  
Bob  
Beckett  
here and I want  
you to back me  
racing.  
So it's better to talk  
in the  
third person.  
And that allows you a

little  
bit of  
perspective  
when  
you're talking about.  
Bob  
started racing, five  
years ago and now is racing  
in this series,  
whatever.  
But we'll talk about  
that in  
a second.  
And  
then  
you see also  
where we're talking about  
the introduction, the big  
element  
that we're focusing  
on is grow your business  
through  
motorsport.  
Because this is a managing  
rector,  
this  
is  
a  
marketing  
director, this  
is a sales  
manager  
that's  
looking at this.  
They are thinking,  
what's in it for  
me  
?  
How is this going  
to make my life  
better  
?  
How is this going  
to get me more  
sales  
?  
How's this going to get me  
a more motivated sales  
team  
?  
How's this going to get me  
a more loyal

customer  
?  
That's what they're  
thinking.  
They're  
not  
bothered  
about whether you win  
a championship or  
not.  
They're  
not  
bothered about  
whether you are the  
next  
up and coming big white hope.  
They are  
bothered  
about  
paying their bills  
and meeting their  
targets.  
And that's what we've got  
to remember in your  
proposal.  
Focus it at them  
rather  
than you.  
I see  
a  
lot of proposals from  
riders and all they've done  
is talk about themselves.  
Oh,  
yeah.  
Billy  
started when he  
was six and now he's doing  
this and he's  
**been**  
great  
here and he was  
the vice  
champion  
there.  
And it doesn't matter,  
they're not interested  
because, let's face it, you're  
a  
rolling  
billboard.  
You know

, you're the fastest billboard around.  
They're looking for that as exposure.  
They're not looking for, for.  
I want the most competitive rider out there.  
So dull down and turn back on all the bits about you and talk about your services, talk about what you can offer in your proposal.  
So what we've got here is the features about what's happening with the, proposal and the description of the proposal and , what it's there to do for you.  
And.  
And the benefit is to grow your business through motorsport.  
Features and benefits.  
Features and benefits.  
Really , really strong aspect.  
Okay , so we're going to leave it here and we'll catch up tomorrow.  
See you.