

Sponsorship Mastery Week 4

Any
pitfalls
that when you
were riding
anything
that you,
if you had your
time over, you do differently
regarding
sponsors
?
Yeah
, because I lost
some
good ones.
I lost some good.
It's, I think
like
I had some,
some issues with it with
a team and I didn't really
have any good management.
You know
, it was at the time
my dad supported me like,
you know, emotionally racing,
but didn't really know
anything
about the paddock
or anything like that.
So it's
very
difficult.
So if you, if you find
yourself
like that, find
someone that can
independent,
you know, even whether it's
within the
paddock
with
someone that you trust to
sort
of lean against, but
also to have
conversations
with the team, with sponsors,
all the time about where
you're

going, you know, what
you're going to do with your
racing
and stuff like that.
Because you can
definitely
piss sponsors off by
not
involving them, I think.
Right.
You know, you can't

.

Like for me I had
that.

I was with a fairly good
team, a
Yamaha
supported team
and they were
basically
taking my sponsors
money and giving it to
the
other
person in the team.

And I,
sort
of read up at them,
sort of thinking it wasn't
very fair at the time and I
didn't have anybody to
sort
of lean on, so it was all me.

And I was
21
years old, didn't
have a clue, you know,
dealing with
a
lot more money
than I earned every year.

You know
, that was being
used to sponsor me.

And I ended up
picking
the team
over
, some
friends and some sponsors.

Because
at the time I thought

that was the best position
for me to be in, but
actually
it
was
the worst decision
I
ever
made, I think.
So
having,
having someone
good to talk to, having
someone to trust to
bounce
ideas off of, like, you
know, if you're going to do
this course is
ideal
because
people can come back and ask
you
questions,
you know, or
just
something to sound off
against really.
You know, I think that's.
Yeah,
massively.
Because without someone
independent from it, that
isn't involved in that
whole
drama of the team or
the politics of whatever's
going on is
hugely
important.
Yeah, yeah, that's
definitely a big
one.
And the
like
you say that that
sort of being
21
and Have
almost needing a business head
as
well
as a riding head.

Yeah.

You know, it can be a big challenge, can't it?

Yeah

, massively.

Oh yeah.

I mean, I don't think I, I understood it till I was in my 30s.

You know, I didn't understand the situation until much, much later, really.

I just wasn't

I wasn't ready for it, you know, and having some kind of guidance or support is.

Was.

Would have been crucial.

And the people that were there for me were too close to it, if that makes sense.

You know , they were friends or family.

And because they weren't there all the time, it

was.

It was.

You get a bit.

Yeah.

Yeah.

It was

really

difficult.

So I think having someone independent is better.

Someone that

maybe
knows this
system,
and knows how it
works,
but.

Yeah.

Isn't directly connected.

Yeah.

So welcome
back.

And today we're

going
to have a
look at
people
saying to you
about, I'm
happy
to come on
board, but I want to pay it in
instalments,

I want to pay
your tire bill, but I'll pay

you over
three
payments over
the
year

, which is a great
problem to have.

But you've got to

organise
it, you've got to get them
involved
and get them signed
into a contract that they're
going to be
able
to do that.

What you don't want to have.

And I do know some
riders

that
have had
this
, they've had a
sort of shake hands agreement
at the
beginning
of the
season where somebody says

they're
going to take the
tyre bill.
They paid
once,
maybe it was
a little bit more than they
thought it was going to be
and
then
they've disappeared
later
on in the year and
you're then, you know, it's
a
hard,
it's a hard, pill to
swallow.
Whereas you get them into a
contract,
you agree that
that's
the terms, you agree
the dates that they're going
to transfer the monies
and
then
you're in a
situation
where everybody knows what
they're doing.
So if you've got split
payments,
make
sure you
still
do a contract.
There's a dirty great big
Oxford
up the side of our
bike that's actually, it's
not
worth as much as you
think because it's big, you
know,
so
all those spaces
actually the bike
and
that
you can cram lots of
logos

in it.

Yeah.

And people think
they're
getting a good deal because
they're
stickers
on a bike.

Yeah.

You know, don't be afraid
to put it on the
belly
pan of
a bike or the lower side of it
because actually it's
not.

Yeah.

Motor
three
is

the experts
in that, aren't they,

like
side by side like that,
all

across the bottom of it.

If I can get, you know,
55,

sponsors on this
belly
pad, I will, you know.

Yeah, but they're
not
worth a penny.

They're literally
not
worth a penny.

But as
far
when, when you
send a sponsor a picture of
the bike when it's pre
season

and it's, you know,
you got
Bonnie Lane
taking
some nice pictures on a nice
background and it looks
gorgeous
and all their logos
are there and there's a

couple that are zoomed in
and it's
nice
and you, you
know,
done
that kind of
homework where you've got a
bit of their product or
whatever.

And
he
zoomed in a
Nice
couple of pictures.
And that's.
That's
enough
for them.
Yeah, yeah,
that's.
That's their money right there.

That's.
They love
all
that.
They love seeing.
Companies love seeing
their
own
logo.
Doesn't matter.
They ignore
everybody
else's at that point.
They're
just
focused on.
On their own, aren't they?
You know.
Very true, though.

It
is
very
true.
Yeah
, it's great.
And getting the logo correct
is
extremely
important.
Never

, never change
someone's logo.
Don't stretch it,
don't, expand it.
Whatever their logo is
and
exactly,
whatever colour
way they want
it
, that has
to be how it has to be.
Because if you, if you cock it
up
in
any way
, they
are really sensitive to it.
Yeah
, yeah.
It's their baby, isn't it?
Yeah
, massively.
Like, don't play with
the colouring of it.
Don't go, oh, the red
didn't seem red enough.
Don't interfere with it.
A
lot of companies will
have their
own
branding
brochure or whatever.
Just
stick to that.
Pass it to your sticker guy,
tell
him
not
to mess with it.
You know
, just print off
whatever size you've agreed.
You know
, belly pan stickers.
We normally do like
100
mil stickers.
And
then,
you know, you just

sort of do them in size, you
know,
100
mil, 200 mil, 500
mil, you know,
like
different
packages and then so, you
know, what fits on your
bike,
how you want your bike to look
or whatever, so that
everybody's
the same.
So you can
offer
the same kind
of packages or
even
repeat.
You know, you can have
one
on the belly pan and
one
on the top fairing.
You know
, that's what you do.
Lots of
different
multiples of.
But
just
make sure that all
of those logos are kind of.
You've
got them in.
In package formation,
really.
All the mudguard stickers
are all the
same
size.
All the lower
belly
pan
ones are the same size
and you can
kind
of,
put different levels to it.
That makes it
easier,

I think,
for you to sell as a
package.

Are you a
believer
in the gold,
silver, bronze
approach
?

I
think
when you start
out, it's, it's.
We used to.

I always used to do package

1,

2,

3,

gold, silver,
bronze kind of package.

And
it.

Because a lot of people don't
know what they want to buy,
because they don't know what
it is that you can
offer.

So
sometimes
I think that is
a

really good tool to use.
And I think for anybody
starting
out, I think that's
probably
really good, because
you can go, look,
this is

,
this is what I've got.
This package starts

at
500
quid.
This one's
1500
quid
and this one's five grand.

You know, you've got levels of,
levels of
sponsorship,

which is great for people
that don't really know
anything about it can just go,
well, I've got
1500
quid.

There you go.
That gets me all this
stuff.
And it's
like
a little menu.
It's, it, it's like going
to
America
and ordering food
when they don't

,
they don't have a menu again,
just go, what do you
want
?

You're like, I don't know.
I actually don't know.
What do you do?
Well, we do
everything.
I'll have cheese
on toast and a
lobster.

Like you don't know, do you?
You haven't got a clue.
So I think to have packages is
definitely
good.

And
, at some point there
will be points where someone
will go, well,
they'll
flip it around on you.

They'll go, well, I've
got
35
grand
budget
and I want to spend.
I want
50
people
in hospitality every weekend.
Okay.

And
then
you have
to make a package to suit.

There's
definitely
different
people, but I think having
a base package is good.

Yeah.

What do you
think
?

No
, I agree.

I think to begin with,
you are
right.

You will have to go
bespoke
eventually
when you've
done
your homework
and you've,
approached a sponsor because
you feel you've got
something
you can
really
benefit them with.

But to
begin
with, it's got
to be
simple
and we've got

to
advertise that there's
an opportunity and guess
what
?

Choose your level of
interest
and
then,
you
know, it's cookie cutter.
Then
away they go.
And that's, in my
opinion,

the best way to
certainly
get initial starts.
And then maybe in your
second
year, you can go,
well
, how do we make this more
powerful for you?

And.

And

what

?

Yeah,
that's,
that's
what I'd say.

I think,
like,
as you, as
you sort of go through
the year, the
season
with them
and, you, you know, you get
to speak to them, get
to know them a bit
more.

Maybe if you didn't know

him

Before, to, to
then
personalise a package because
you go, well, actually, you
know, you, you pay this
1500
quid, but you, you haven't
come to a round yet.
You, you said you wanted
two
tickets a weekend.

Why

don't

,

you know, suggest

to

them

about

them

giving

it

to their people that buy

stuff off them or, you know,
trying to
actually
encourage
it, because we've had
sponsors
in the past
have
gone, oh,
yeah,
I'll come,
I'll come, I'll come.
Three
years later,
the MD still never been,
and you're
like,
come on,
you've got to come along.
And
eventually
they sort
of go,
all
right, well,
can I send
Phil
along from.
He buys
a
lot of stuff, he
does a lot of work for us,
but he's
really
into bikes.
And then he'll come along,
they'll give
a
few tickets
away
and then he'll go
back and report to, how
good
it was, the sponsor.
Oh
, it was amazing.
And
then
all of a sudden they
then go
, this is a good tool.
And then start.

Be
able
to use it
and be able to.
I
think,
yeah, you need
to adapt as you go along.
Don't just, don't just
sell a
package
and walk away from it.
I
think
you do need to keep
an eye on that sponsor
and what they're doing and if
they're
happy
with it.
You know, you're signing
up to a plan, aren't you?
It's like
Weight
Watchers
without losing the weight.
It's
kind
of.
Well, you're paying
23
pound
a month, but you're
still
eating burger and chips.
You know, you're
not
eating my
salad that I'm
selling
you.
So you need to, Yeah, so
engagement
is important.
Yeah
, massive for me because
I like that stuff anyway.
Like, I
really
like, for me,
always
enjoyed

that bit,
the meet and greet.
Yeah, yeah, yeah.
I like
all.
I like
all
that stuff
and sitting down and
actually
chatting shit for, ages
about stuff, just, just
because I enjoy it, whereas
other people don't

.
And I get
that.
And some
, especially some
of the younger guys getting
into like, stock
600
or something like that
haven't found a personality
yet of their
own.
Maybe
because they're
just young.
You know, haven't really
had much of the world
to deal with
just
yet.
And it's tough, isn't it?
But I think meeting
more
of these people will.
Yeah
, it's going to bring them.
It's going to bring them
on as well, isn't it?
It's going to
actually
give them the tools.
If they're dealing with the
local
iron monger who's coming
along,
you
know, and
dealing

with him, they're going to be able to deal with, a bigger sponsor a couple of years from now.

Yeah , that's it.
I think , sitting down and using it as your own personal growth as much as anything.

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 get to the bit about pricing.
And pricing is always a hard job because we're really dealing with our own value.

And that's always a hard job in

itself.

So how do we price it?

How do we. How do we come up with the right pricing to make sure that, one, we meet our budget and two, we give value, because that's really what it's about.
It's about giving value

and
meeting
your budget.

Then all of a sudden, pricing
doesn't become
too

personal
because you're actually
looking at the
service
that you're giving.

So when you go, okay,
well, that's

£1,000
because
you get A,
B,

C and d.

And that's

£3,000
because you
get A,

B,

C, D, E, F and G.

You don't have too much of
a crisis of
conscience then

,

because it makes sense to you
about what
somebody's
paying

for and what they're getting.

I think when people get

very

upset

or

very

concerned about

pricing is when they're going
with the
begging
bowl.

Hi, can you help me go
racing

?

That's a
horrible
energy to be in.

It's a
horrible
space to have

to ask other people and make them feel awkward as well.

So we're not doing that. We're offering a service that has value and that's what we've got to remember.

So, first thing, promoted placement, package and, price the four P's.

So when you think about anything, if we are promoting a product, if we are giving them placements at a race weekend, if we are packaging the.

Whatever they've asked for, whatever their criteria was, when they've asked for staff incentives, when they've asked for for , the fact they've opened a new site and they want that promoting whatever

it might be that we've packaged for them, when we look at that, it deserves a price.

If we didn't do it, they'd have to spend money to get there and do it.

So the pricing is
automatic
because you're providing the
promotion
, the placement and
the packaging that deserves
to be paid for,
rather
than
being, well, I'm just going
racing and can you give me
some
money
?

Because that isn't promoting,
that isn't placement,
and that isn't packaged.

So we've got to get

really

clear on that, that we are
offering far
, far more than
just a sticker on the bike.

So it is

no

longer just
a sticker on the bike.

And that's what we've
really
got to remember.

Speaking about pricing,
which is
obviously
the next
thing you know, so you've,
you know, you've
done
all
the work in
trying
to let
people know that you've got
a proposition and an
opportunity.

You've
then
made the contact
and it's gone quite well.
It gets that sort of, you know,
not
in the
stomach

time where
people have got to come up
with,
well
, how much do you
want or how much is that offer
that you've given me going to
cost
?

And you know,

so
that
aspect
is
very
fluid
in
sponsorship.

You know, there isn't
a sort of, well, a helmet
costs
a thousand
pounds
and a visor costs 500.
It's very fluid, isn't it?

Yeah
, I think it's knowing
the space that you've got.

So you know, if
you're
within
a team and you can only put
stickers on a helmet and
you're
not
allowed to put
one
of the levers, you're
pretty restricted if you're
your
own
person and you can
put stickers
wherever
you
like, you know, on a truck,
on the, on the
boarding,
on
the bike, on your levers, on
your helmet, you know,
all

over the place.
If you
wanted
to.
I think there's a,
not
to give
them, not to oversell it
I guess because
obviously
you want to be
able
to sell
lots of packages and whatever.
But
knowing
what they want.
So
again
if they want tickets,
you know, if they're gonna, if
they're
gonna come every
weekend and they're gonna,
that's gonna cost you, you
know, them and a
partner,
that's
40
quid a weekend in
tickets times, you know,
11
rounds, 440 quid a year.
It's gonna cost you to buy a
ticket
because
you have to
sort of forget that you
might get
one
or
two
for
free because if you have 10
sponsors that
all
want the
same deal, at some point
you're gonna have to buy
some
tickets.
So you

pretty
much forget
you get everything free.
If you do and
factor
that
in, I guess and
then,
yeah,
judge, I guess how much
time you're gonna have
to spend with these
people.

Again
, like you got
to do this event for me.
We want you to show the bike
here,
we want you to show
your bike there and
then
we'd like you to do this.

There's
days you're gonna have
to factor and go,
well,
you
know, for me to come with you
for the day

is
250quid

.
You know
, you have to sort
of put
a value
, I think
on appearance days.

You
know,
actually
what
that, you
know
, I'm
a self employed person.
Or whatever.
It's just, you know, it's
sort
of how you have to, I suppose,
sell yourself isn't

,

you know,
I'm self
, you're
buying part of my business.
I'm self
employed
to, to have
me for the day is
250 quid

.
Yeah, I can come along
with a bike, it's
250
pound.
So you go
ask
three
of them,
you know,
750
quid plus
the lots of tickets all year,
1200
quid before we started.
So if you're
actually
going to
sponsor me, it wants to be
like
two and a half
grand for
a sticker on the bike or
wherever it might be,
you
know, it's some kind of, some
kind of
value.
I think any money is
good
money
when you're racing.
But yeah,
not
to basically give
it away that someone's going
to give you
1500
quid, you're
going to spend
1200
pound on
them and they want a 10 inch

thicker
up the side of your
bike.
Yeah
, I think that's
because you're going to end
up working
a
lot more.
Because it's
not,
it's not
just
about giving them tickets.
If they're coming every
weekend,
you're going to have
to see them every
weekend
which means
spending
time with
that person every weekend.
So you know, you don't want to
just
take their money and run.

So
you're going to be there
because
if you're
not
talking to them, you're not
spending time with them
sitting
down, having a cup
of tea every now and
then,
you know, you're easily
going to lose that money to
someone
else.

Yeah, you're
not
going to
see them next year, are you?
No, no,
exactly.
It's a
two way street
isn't it?
It's about value
coming

both ways.
So you're
not
overextended.
But they're
not
overextended either or
short
changed either.
Yeah, yeah,
definitely.
And you know, it
depends
on I guess what what
series
you're in, what, what
value the class is worth.
You know, if it's stock,
600
for example, it probably
doesn't get any TV time but
it's within
BSB
so you get
a
lot of people through the gate
and there's a lot of people
come see you and it's
open
paddock and you can sell
all
those kind of things.
You know you get
on
average
there's
40,000
people at an event.
Loads of people walk
around.
We'll have a
big
sign
up
outside our awning with a
van and with, you know,
whoever, A and
B
builders,
you know,
especially
at the

local round where people
know that this is, you
know,
whatever.
And you'll have
other
people
that will turn up there
from the
local
vicinity.

They
go, oh, yeah, I
recognise that building
firm.
Wow.
They sponsor a bike team.
That's
cool.

And it's just that sort
of station, isn't it?

You know?

Yeah.

Okay
, so we're going
to leave it
here and

'
we'll catch up tomorrow.
See you then.

So

, welcome back.

When it comes to pricing,
we
have to think value,
not
cost.

That's the
real
key here.

Now
, what we're offering
is visibility.

And, when you look at this
diagram
here, which is showing
where the visibility is
on
a,
on
a
bike,

you know, you can
start to see
roughly
where you
should be charging for that
space.

So the front of the bike,
by
the number

,

is a highly visible area.
The mudguard less visible,

the
belly
pan less visible,
the side fairing

a
lot more
visible, the tank and
tailpiece

a
lot more
visible, and then your
swinging arm

and,
and your
rear
mudguard.

So you can start to
maybe
have a look at how
you're
gonna price this.
But what you can
also

forget some of the time
is how
visible
the rider is.

Look at this
rider
here.

And the top of their
helmet
is
completely
devoid
of any sponsorship and it's
the
most
visible part
of that photograph.

So we've got to remember
where the
visibility
is
has
also
got to be the value.

So what would you
charge
for the top of your helmet
compared
to charging
for being on, the chest
of your
leathers
?

Predominantly
, we always
think that
the
chest of
the leathers is worth
more,
but actually the top
of the helmet is far
more
visible
and,
and is worth
more money.
So we've got

to
be
prepared
for that in when we come at,
costing things that we're
charging for
visibility,
we're
charging
for where
they're going to get the most
notice and the
most
of their
brand visibility.

Okay.
So welcome
back.
So we're
carrying
on

with pricing and we're
going to have a look now at,
at the
budget.

So
then
you look at this really
crude
budget
where we're
saying that this is what we
need for the season,
plan.

We know when the
first
round
is, so we've got to have money
in by
then
and we've got
to refresh the bike.

As I said, this
is
really
basic.

Refresh
the bike, race series,
entry, tire bill for the
year, fuel card for the year,
repairs
and paint

work
for
the year comes to a total of
30,000
pounds or euros or
dollars or yen, doesn't
really matter.

So that's where we are
looking
at our
budget
for the year.

So that gives us a starting
point, doesn't it?

That
gives
us the size
of the cake that we
actually
need to run at.
And up until now, you've

probably
paying a
large
percentage of that yourself
or mums and,

or
the
bank
of mum and dad.

So
where
we want to be is we
want to be in a situation
where we're trying to get
that taken by
other
people.

So the way to look at our
pricing
is to go right,
if we can look at
three
levels of engagement,
three
levels of investment.

So in here we've got level
one,
level two, level three.

So a
gold,
silver, bronze.

So
gold gets more than
silver does and silver gets
more than bronze does.

Okay
?

So this is a
real
simple
way for us to be
able
to look at trying
to break down that budget.

So let's say for
argument
's
sake, what we've listed
that you get in
gold
investment
number

one
is
£5,000 worth for the year.
That gives you the teams
running
in your name and
colours,
full
leather
branding, full motorcycle
branding, motor
two
rider
appearance at your events,
corporate
entertainment
and
social media collaboration.
Now, I'll tell you right now
that that would
not
be
£5,000,
it would be an awful lot more.
But we're
just
using
that as an examp.
So we want
two
gold
investments, two gold
sponsors
that are going
to join us at,
£5,000
or
one that will pay 10.
But that's the space that
we're
allocating
and that's
what we're
offering
for a,
5,000
pound
for two 5,000 pound clients.
Okay.
Then
we look at the silver
investment and the silver

investment
gets partial
leather branding,
partial
team clothing branding,
social media updates and
mentions and product
launch
activity.

So we don't go to their events,
we

were
not
available as
a speaker, that type of thing.
So there's a differentiator
between
gold
and silver.

And we're looking for
five
people to come on board that
can pay
£3,000
for that and
they can clearly see the
difference
between whether
they want to be and can
afford to be a
gold
sponsor
or whether they want to be
and can afford to be a
silver
sponsor.

And then the last
one
is the Bronze Sponsor

Level
3,
which is partial
level branding,
partial
motorcycle branding,
partial teamwear
branding and
social
media interaction.

So we're
not,
doing anything

for product launches,
we're
not
doing anything
extra for them.
And we're looking for
10
people
to come on board
with us for the season
at
[a](#),
thousand
pounds each.
So
all of a sudden they
can clearly see where
their
appetite
is and where
their budget is.
And,
[if](#)
we manage to fill
the
2,
the
5
and the 10
in the different levels, we'd
actually have a sponsorship
total of
£35,000.
Because what we've got
to
remember
is we've got
to price up all the things
we're
promising.
So if we are saying
corporate
hospitality if we're saying
you get to bring
10
people
to an
event
, somebody's got
to pay for those tickets.
You might get free tickets now
and

again,
but are, you going
to get them all of the
time
?
So you've got to put that
into
your
budget.
So you
really
need to have
your proposal being higher
than your actual budget is,
or
at
least covering
anything extra because
everything's a little bit
more
expensive
than you
expect it to be.
So you've got
five
people
going to corporate
hospitality for
a
weekend.
You think it's
£300
ahead, and it ends
up being
£500
ahead.
You need to have those
contingency
plans
rather
than
it being on a shoestring.
So the
three
levels, the number
one level, the number
two
level, and the number
three
level, or the gold, silver.
Bronze is a
really

good way to
easily and
quickly
show your
prospect, your proposal, your,
future sponsor, what they get
and what
they're
going to pay.

And
then
they're happy
at the level that their budget
gives them and they
know what they're
getting.

There'll be some
negotiation.

You'll get somebody going, I
only
want to pay silver, but I
really
want to get, you know,
to bring
some people
, or I
really want you to be a
speaker
, or I really want you
to turn up.

We have an
annual
trade
event that we do, and I'd
like you to come on our
stand
for the day and have
the bike
there.

You know, you're going to have
some
negotiation,
but that's
a
good
space to be in where
you're
negotiating,
what
you're going to charge
compared
to what you're going

to deliver.
So that's a
good
space.
So any
questions
on that, send me a message.
And, we can cover it
in the
coaching
call,
but that's how I
believe
that
we should show our pricing
in that
1,
2 and 3.
Okay.
Okay.
So we're going to leave it
here
and
, we'll catch up tomorrow.
See you then.