

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
then
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
imagination
, 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.