



## WELCOME

Here you'll find some of my ideas on sports, sponsorship, social media and marketing. Let me know if I can ever help you with anything.

## Using Free Social Media Tools to Connect With Save Money

Posted on February 26th, 2009

Everyone's feeling the pressure from this recession and budgets are being cut/tightened ever, it's important for teams, athletes and agencies to get what they can for free. While other reasons for getting involved in social media, engaging fans and customers online is a great way to [...]

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## ★ Keep Sponsors Happy with SponsorshipPRO+ Presentation Software

Posted on April 10th, 2009

### The Challenge:

Teams and properties often include a lot of different assets in packages for sponsors. Signage, radio and TV spots, other media, experiences, tickets and more and the impressions, ratings and other metrics can be difficult to keep track of. When sponsors ask for results at the end of a season or after an event, you need to be able to tell them exactly what they got and what the results were to ensure that they are happy with what they paid for.

### The Solution:



### [SponsorshipPRO+ presentation software](#)

I was fortunate to speak with Tom Stipes recently about his company and its SponsorshipPRO+ presentation software tool that enables teams and properties to more easily track their sponsors' assets so they can give them accurate and detailed post-event recap reports. These reports help properties demonstrate that they fulfilled or exceeded what they were supposed to deliver. He didn't ask me to write about his software, but I wanted to anyway, because I was very impressed with its features and ease-of-use. Tom walked me through a demo (which he'll happily do for you as well), but you can also [see how this works online](#).

On the admin side, the tool allows properties and teams to create presentations for specific sponsors and catalog and identify assets. You can use some of the built in categories (radio, TV, tickets, etc) or add your own. Within each category, you can assign a description and results to specific assets and upload documents, pictures, and videos to help tell the story of what your sponsors actually received.

After you finish putting in information about each asset, you can easily turn this information into a presentation which you can put on a CD for sponsors

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this information into a presentation which you can put on a CD for sponsors. You can include a video intro if you'd like, and you can add any file type—including large audio/video files, spreadsheets, pictures, documents, etc. At anytime during the presentation, you can pull up these specific files to really show the aspects of the program and the results. If you or your sponsors just want to see everything together in a chart, the software enables you to do this as well.

The software isn't cheap (\$699 for the first license and \$449 thereafter). However, I think it would pay for itself due to time saved, money saved (on printing costs—no need to print pages and pages of notes and put them in binders anymore) and features that enable you to track assets and results to show sponsors and keep them happy. One thing that may be interesting to develop in the future is an online version of the software, so people can access the data anywhere. But I can see the value in presenting this information in person, so sponsors really get a good picture of what they paid for. And you can always give the sponsor a copy of the presentation so they can look at the data again later.

Has anyone else used or tried this software? If so, what did you think?

Tags: [sponsorship software](#), [sponsorship tracking](#), [SponsorshipPRO+](#)

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## One Response to "Keep Sponsors Happy with SponsorshipPRO+ Presentation Software"

[dan beeman](#)

April 21st, 2009 at 9:57 am



Good stuff Jason! Whenever, I am stumped about what to write on my blog, I just go to yours to find some great insights and content. I'll be sharing this URL in my blog today with your permission:)

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