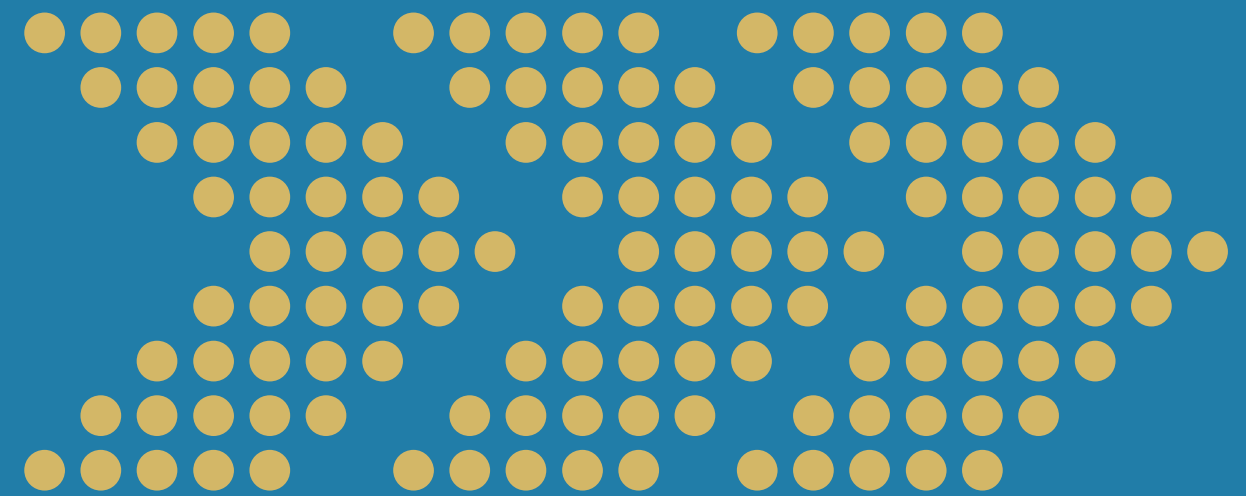


THE  SPORTMAKER



# SPONSORSHIP SPRINT COMMITTEE INFO PACK

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**DO YOU RECOGNISE ANY OF  
THE FOLLOWING STATEMENTS  
WHEN IT COMES TO YOUR  
SPONSORSHIP PROGRAM?**

**IF SO, OUR  
SPONSORSHIP SPRINT MAY BE  
FOR YOU.**



**IT'S TIME TO CHANGE HOW WE DO THINGS**

**LET'S DO THINGS DIFFERENTLY**

**THE OTHER CLUB MAKES MORE**

**DON'T HAVE THE TIME**

**WE KEEP GOING BACK TO THE WELL**

**FED UP OF POUNDING THE PAVEMENT**

**KNOW WE CAN BE DOING MORE**

**LACK VOLUNTEERS**

**IT'S REALLY HARD**

**WANT PROFESSIONALS TO SET IT UP FOR US**

**WE LEAVE REVENUE ON THE TABLE**

**TOO MANY HATS**

**NEED TO DO SOMETHING DIFFERENT**

**THERE'S GOTTA BE A BETTER WAY**

**NEED TO GET TO MORE BUSINESSES**



**Q.**

**ARE YOU**

**A LEADER AT ONE OF THESE  
SPORTS ORGANISATIONS AND  
WANT TO CHANGE THIS?**

That's why Whitewall Sport has created

**THE  SPORTMAKER**

# YOU MIGHT BE ASKING YOURSELF

*"Is this right for us?"*

We don't want to waste your time.

The Sportmaker has been expertly designed for community through to elite and professional sports organisations, where time and resource poor volunteers or professional leaders, need support driving sponsorship and commercial outcomes.

If this is you, then this product works perfectly for the following types of organisations:



- ✓ Large and small scale sporting event based organisations
- ✓ Professional sporting clubs and franchises
- ✓ Sports associations
- ✓ International, national, state and regional governing bodies
- ✓ Leagues, tours, clubs
- ✓ Government led events
- ✓ Private sporting events



“

As of October 2024, The Sportmaker Sponsorship Sprint program has quickly become a ‘go to’ program for sports organisations of all shapes and sizes across Australia, New Zealand and the UK.

With our expertly designed modular based approach, implementation of the program is quick and simple, whilst producing results for our clients.

For the resource, time or experience poor sports organisations, the Sponsorship Sprint program provides a ‘sponsorship campaign in a box’ approach, delivering in even the toughest markets and circumstances.

Speak to our team today to find out how the Sponsorship Sprint can help you and your organisation drive revenue.

”

*Andy Crook*

**Andy Crook**

CEO

Whitewall Sport (Operator of The Sportmaker Program)



# MODULAR BASED PROGRAM OVERVIEW

# THE SPORTMAKER

Our unique modular program stands alone in the marketplace providing results for sports organisations never before possible. We have combined critical elements of a professionally operated program in order to create a cost effective 'plug-in' solution for sports organisations of all shapes and sizes.

## MODULE 1 SPONSORSHIP SPRINT CONNECT

- Can be purchased as a stand alone module
- 6-week program
- Tailored lead generation strategy to optimise results using our proprietary tool
- Build a contact list of a min. guaranteed 1,000 businesses, and provide access to this upon request
- Development of an outreach email narrative to optimise interest levels
- *Email take over* - We use your email address to send scripted emails to the list we create
- *'Hot Lead' management* - We connect all positive responses to your organisations sponsorship manager
- We record and report on all 'Hot Leads'
- Weekly activity report delivered to your inbox

## MODULE 2 SPONSORSHIP SPRINT PRO

- **ONLY** available if purchased in conjunction with Module 1
- 6 week program working in conjunction with Module 1
- Experts in the field review and develop strategy to take your sponsorship program to the next level
- Analyse and make recommendations on your sales approach and pipeline management
- Undergo a benchmarking exercise to ensure your club aligns with both best practice and optimum pricing models
- Develop or redesign packages to optimise the value of sponsorship packages
- Development of sponsorship asset list to ensure packages are as attractive as possible
- Development of a brochure and total sponsorship campaign narrative

# SPONSORSHIP SPRINT PROGRAM TIMELINE

The following is an example of The Sportmaker Sponsorship Sprint program, with Module 1 and 2 working together, designed to maximise impact on your sponsorship revenue at critical times of the revenue cycle.





# SPONSORSHIP SPRINT PACKAGES

PRICING & PROGRAM STANDARD INCLUSIONS

# SPONSORSHIP SPRINT INVENTORY LIST



INVENTORY	PRO (MODULE 2)	CONNECT (MODULE 1)
*Standard Program Inclusions (List not exhaustive)	AUD2,000 + GST	AUD2,995 + GST
Program Length (Approx. Weeks)	6	6
Number of Lead Generation (Weeks)		4
Sales Process Managed by Whitewall Sport Consultants		
Number of Built-in Primary Sales Consultant Days		
Sponsorship Sales Brochure Developed	1	
Sales Coaching and Support	✓	
Access the Unique Whitewall Sport Automated Lead Generation Strategy Development Tool	✓	✓
Zoom Based Review and Sponsorship Program Strategy Session	✓	
Full Campaign Narrative Development	✓	
Professionally Managed Outreach Campaign		✓
Lead Generation Week Top-Up Available		✓
Email list built + Number of Emails Sent	1,000+	1,000+

**\*\*PLEASE NOTE: PRO (MODULE 2) PACKAGE IS ONLY AVAILABLE WHEN PURCHASED WITH A CONNECT PACKAGE (MODULE 1)**



# INSIGHT 1

EXPERT SPONSORSHIP ASSET PACKAGING (MODULE 2 ONLY)

# THE SPORTMAKER

All clients of the Sponsorship Sprint Pro are invited to our virtual strategy centre for the experience of having one of our global experts reviewing, dissecting, creating and re-packaging sponsorship assets into packages that will resonate with the business community.

Our global sponsorship experts look at:



**Available Sponsorship Assets**



**Packages to Unlock Value**



**Market Fit Package Prices**

Check out the next page to understand our unique approach to unlocking sponsorship value.





## WHAT HAVE WE GOT TO SELL?

Understanding the assets you have to sell is a vital part of any sponsorship campaign and program. To fully develop an asset list, it takes an expert with experience and a trained eye to immediately see the current or potential assets for a club or sports organisation. We have got you here. 😊



## HOW DO WE SELL IT?

Having an asset list is one thing, however knowing how to package the assets up into meaningful and valuable packages is the domain of our expert team. We sit with you and help you and your organisation unlock the value within your asset list. It doesn't matter if you are starting from scratch, or it's a mature program, increasing value is key.



## WHAT PRICE TO SELL AT?

Wondering what prices you need to charge? This is the million dollar question asked by so many. And yes, it depends on the size, audience and distribution of your organisation. With significant experience, we work with you identifying a pricing strategy that will help you sell packages.





# INSIGHT 2

SALES DOCUMENT DEVELOPMENT (MODULE 2 ONLY)





## INSIGHT 3

OUR EXPERT LEAD GENERATION TEAM (MODULE 1)

“ Our sole focus is to generate new leads outside of your current network so you can optimise revenue from your sponsorship assets. We operate in 85 languages so no matter where your organisation is in the world, we have you covered.

Marisel Joy, Lead Generation Team Leader



## LEAD GENERATION SPRINT

### Overview

**Our process is simple, yet effective. Here, we lay out the lead generation process at a high level.**

#### STEP 1: ALLOCATING YOUR EXPERT LEAD GENERATOR

At the start of your program, we allocate who we consider the very best person available to work on your outreach campaign. They will be with you for the duration and will get to know your organisation and geographic location very well.

#### STEP 2: DATA GATHERING & OUTREACH

On the first morning of lead generation process, your expert lead generator will go about gathering contacts using specific platforms, and making email proposals to the contacts at the rate of minimum 250 in a 5-day period of time.

#### STEP 4: HOT LEADS

When hot leads come in, your lead generator will hand them to your nominated organisation representative in order to contact them asap. We always recommend a phone call to capture their interest as soon as possible.

#### STEP 5: REPORTING

Your Expert will report to you on a Friday afternoon as to the progress they have made, and will provide you with insights and learnings from the week they have had.

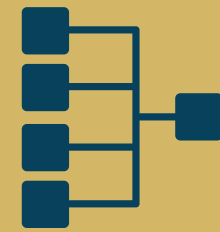
**Check out the next page to understand a snippet of our unique approach to the lead generation process.**





## GEO TARGETING

Our lead generation team focus on locating decision makers within businesses that primarily sit within a pre agreed geographic location. This could be larger or smaller geographic area, depending on the organisation. We agree the target locations with you during the strategy session.



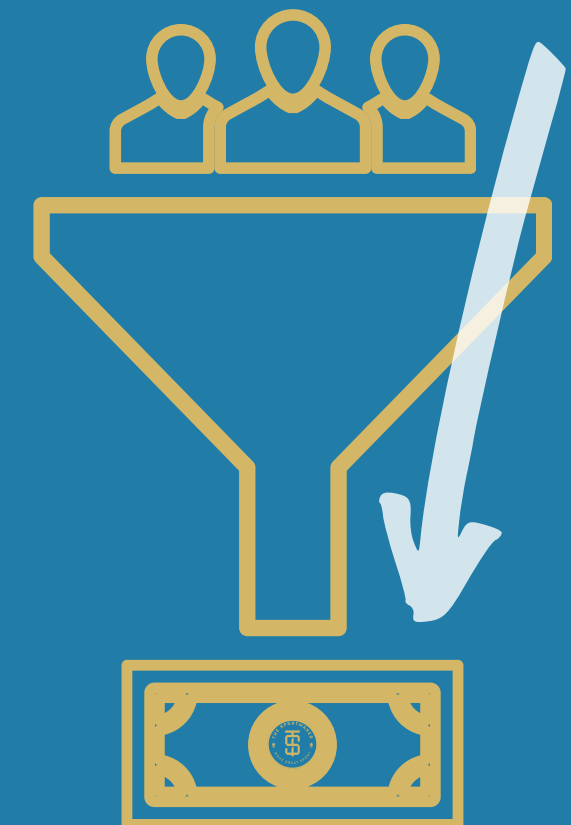
## CATEGORY SEGMENTATION

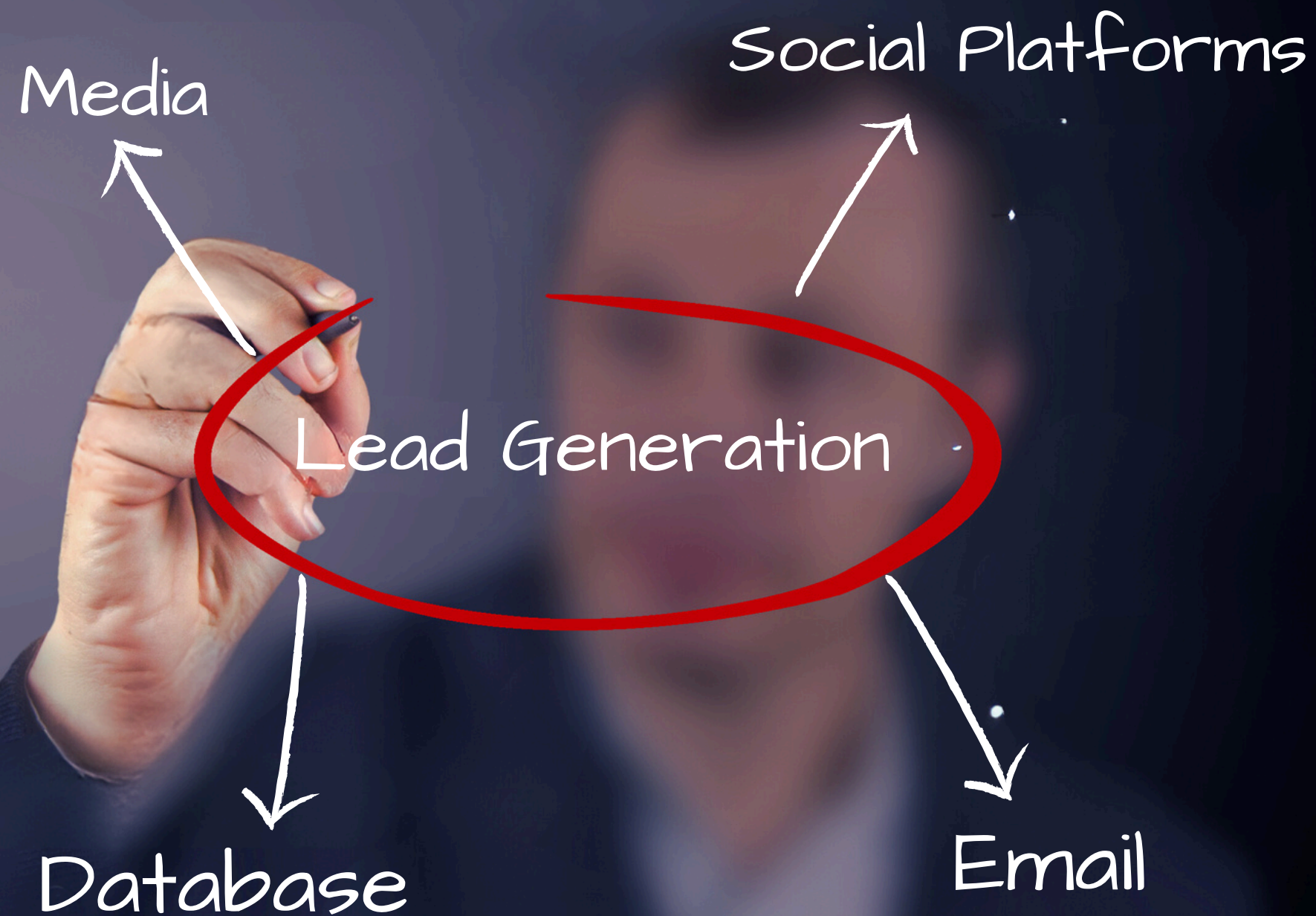
Category segmentation is a key part of our service to you, we simply don't do random! We break the market down in a professional manner, and with data behind us to back up our approach. We also target in a specific way to ensure that we optimise the return from you in each of the 150+ categories we are researched in.



## VOLUME BASED

Our lead generation team has a simple focus. Volume based and professional lead generating activity. We contact as many businesses as possible on behalf of your organisation and send hot leads straight to you. Our target is minimum 250 outreach emails to new contacts per 5 day period.





“ Our lead generation team is full of lead generating professionals trained in the business of sport. Our method is to use the latest technology and platforms available to seek contact details at scale of business decision makers in well over 150 categories that we target.

**Andy Crook**  
CEO  
Whitewall Sport



## FAQs

### **Can we use our own sales proposal?**

Yes. If you want your document upgraded, we can do this for you as a part of our expertly designed and simple templated approach.

### **What about if we don't have the experience to close sales?**

We want you to close sales, that is the point of driving leads to have an appointment with you. We can provide coaching support for your nominated person to close a deal.

### **Can we work on commission rather than a fee basis?**

Unfortunately, no. We are seeking to solve a sports organisations biggest problems, which is strategy and lead generation. We are doing this in a professional manner that we know drives results that will ultimately pay for itself time and time again.

### **Can we do more lead generation weeks?**

Lead generation weeks can be added to your package either prior to the commencement of the program, during or after the conclusion of the program. Often more is better!

### **How do we know you will represent our brand in the market in a professional way?**

We are in the business of driving revenue for your organisation. Our absolute focus is to position your organisation in the best possible light. We have a professional brand and lead generation team that are focused on ensuring our business, as well as yours, is considered as organisations people feel confident in placing their money with.

### **How do you contact prospective sponsors?**

We search out companies through our various data acquisition platforms that our sponsorship team use, and then send emails one by one to decision makers within businesses. We like to ensure a tailored personal approach, and very rarely do we do generic email blasts.

### **What are the payment terms for the program?**

Payment is required prior to the program commencing, unless agreed prior.



# EDUCATION OPPORTUNITIES TO HELP DRIVE YOUR **SPONSORSHIP** **RESULTS TO NEW LEVELS!**

CHECK OUT THE SPORTMAKER EXPERIENCE BLOG

[thesportmaker.com/blog](https://thesportmaker.com/blog)





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