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CLIENT: Confidential

PROJECT: Sales presentation audit

OBJECTIVE: Using a proprietary evaluation model, review the sponsorship proposal presented by a Power 5 school to a Fortune 500 brand

SUMMARY: This document extract contains select pages from the walkthrough of the audit findings

“INTRODUCTION” PAGE

Observations

- **Client** has an opportunity to immediately differentiate from every other sports property pitching heavyweights like **Prospect**
- However, generic stock language signals “plug and play” – could be used by **Client** (or any other property) for any prospective sponsor
- By putting the prospect at the center and tailoring **Client’s** value proposition for **Prospect**, it appears built specifically for them (even if it was not)



Considerations

- Elevate **Prospect** and articulate **Client’s** value proposition with punchy, down-to-earth language that cuts through the jargon
- Potential text to establish the right mindset in a briefer but harder-hitting way:
***Client** is ready to do its part to help **Prospect** keep its hard-earned spot as the #1 **Service** provider in the US. Between our local brand strength and mix of powerful sponsorship and media assets, we can help you reach prospects and reward customers in ways nothing else in this region can.”*

Takeaway: Reorienting the page toward **Prospect** and streamlining the text sets up everything that comes next – i.e., “And now we’ll show you why ...” (no other marketing investment—sports or otherwise—can reach people in **Region** like **Client**)

“FACTS” PAGES

Observations

- Interesting information with strong visuals for statistics, but info pages like these that are common to pitches do not always advance the offer
- Buildup to the proposed package does not need to be long, but should be prospect-oriented by playing up relevant details only
 - For instance, the stat about Client fan affinity for sponsor products is highly compelling for brands but is buried both times it is mentioned
 - Client has the opportunity to feature business-relevant numbers like this that will be instant winners with prospects (unlike breakout by county, celebrity linkage, etc. that have no apparent tie-in)
- Rather than removing these pages completely, placing them into an appendix in favor of a more Prospect-specific segue from intro to asset package could be more effective
- Since meeting time and pitch-deck real estate are both valuable, if something does not build the story, it can be removed

Facts (“About Client”) Pages Screenshots

“FACTS” PAGES (CONT.)

Considerations

- Build the partnership narrative by putting Prospect in the driver’s seat – make the prospect the hero rather than the property
- For instance, outline what you know about its business, strategy, and objectives to better relate to industry challenges and realities; potential ideas for consideration:
 - Example 1: Recently pulled out of nearby Venue naming rights, creating a gap in the local partnership portfolio that Client can fill
 - Example 2: Partnership places Prospect as close as possible to Client fans, undercutting Competitor’s massive investment in football among this group
- Rather than featuring stats with thinner ties to Prospect’s business (e.g., income), consider using Scarborough to look at how Client indexes against its audience (e.g., customers over-index as football fans in the region, local football fans are more likely to buy new technology, etc.)
- This would also be a good spot to use social proof to back up your offer through objective case studies and testimonials from partners with successful sponsorships
- If the original pages are kept, tie them back more directly to the offer (e.g., how does 310k fan group impact Prospect, etc.) – “What does this mean for me?” barometer

Takeaway: By making it less about Client and more about Prospect, Client shows it has done its due diligence, demonstrates business empathy, and builds up the package it is about to present as the natural solution

Facts (“About Client”) Pages Screenshots

Links to select insights for consideration

- Prospect [annual report, partnering with visionaries](#)
- [Release on business strategy under new leadership](#)
- [Competitor sponsorship activity, industry consolidation](#)

“ASSETS” PAGES

Observations

- Good visuals featuring most of the proposed assets, including those with Prospect branding
- Strong detail, but could be less wordy without becoming vague
- Minor errors in places are low-hanging fruit when it comes to easy revisions that give the deliverable a polished finish

Considerations

- Use photos or graphics for as many assets as possible to help Prospect visualize its package (e.g., social-media posts, special-event inclusion, etc.)
- Minimize unnecessary language wherever possible (see next slide for sample re-write)
- Strengthen the tie between asset category (e.g., VIP hospitality) and partner benefit (e.g., enriches rewards platform for customers)
- Add polish by checking for spelling, punctuation, formatting, and consistent terminology (proofread edits for all pages are in the appendix)

Takeaway: When optimized, asset pages are streamlined, punchy, and benefit-oriented for a more efficient presentation and more convenient review process



Asset Pages Screenshots

SAMPLE PAGE OPTIMIZATION

For example purposes and based on the previous page's takeaway, the LED Ribbon Boards section has been revised using clear, concise language that promotes the assets' benefits as much as their features

ORIGINAL PAGE

Client Branding / Assets

Client Branding

Venue feature two LED Ribbon boards, a 4' x 125' board running along the South sideline as well as a 4' x 270' board running along the North Sideline. These new LED ribbon boards are prominently visible throughout the stadium and offer corporate partners the ability to support time sensitive, flexible, digital messaging to all fans within the stadiums that can be easily changed from game to game to support new initiatives or offers.

During each football game Prospect can receive branded messaging can be displayed on Client Stadium LEDs as a part of triggered promotions or designated game clock time.

Football LED Signage

- Two (2) in-game minutes of LED messaging at all home football games
- Two (2) minute of branded messaging per game on visible Field Level LED
- Two (2) minute of branded messaging per game on North Sideline & Name LEDs
- Two (2) minute of branded messaging per game on Name and West LEDs
- Two (2) minute of branded messaging per game on Vomitory LED

POTENTIAL UPDATE (BODY TEXT)

Assets

- Two (2) 4' x 125' ribbons on South sideline
- One (1) 4' x 170' ribbon on North sideline

Prospect **will be highly visible to // attendees and TV viewers on new LEDs**

Features

- Flexible content and timing (e.g., general branding, triggered promotions, etc.)
- Adjustable from game to game

LEDs offer Prospect a versatile messaging platform that can conform to changing promotions or campaigns throughout the season

Specs

- Two (2) minutes each at all games for the following:
 - LED messaging in-game
 - TV-visible, field-level LED
 - North sideline LEDs
 - West LEDs
 - Vomitory LED

At least 10 full minutes of game time dedicated to showcasing Prospect only

“PACKAGE SUMMARY” PAGES (CONT.)

Considerations

- Strategically relocate partnership goals in front of the assets, which would then in turn fulfill those goals as part of the overall narrative
- Revisit investment pages to see how they can be edited down into scannable, executive-ready, contract-friendly summaries
- Introductory language on the Next Steps page can be removed, but if it is kept, consider using a more definitive call to action
 - Example: “We will reach out to schedule a follow-up for June 27th...” rather than “If we wish to proceed ...”
 - Subtly sets the expectation that discussions will naturally continue (i.e., confident without being presumptuous)
- Downplay words such as “Commitment” and “Decide dollars” on next steps timeline as much as possible
 - These things are assumed, but actually seeing them in print could be intimidating to hesitant executives
 - Suggest replacing with “Partnership in place” or similar wording

Takeaway: With a slight restructure and modification to certain language, this will be a strong conclusion that sets up subsequent discussions well

Package Summary Pages Screenshots

PRELIMINARY SWOT

Overall structure and flow is on point, but subtle changes in certain places would offer Prospect an even more-tailored proposal and incorporate copywriting best practices that advance the offer at each stage



STRENGTHS

- Clean presentation design and aesthetic look and feel using a modern digital presentation platform, which is appealing to new generations of executives
- Strong detail around asset specs leave little room for confusion and will smooth the eventual contract-drafting process



OPPORTUNITIES

- Build up the narrative – how does Prospect fit into Client's current "storyline," how will the partnership specifically support its business regionally, etc.
- Highlight benefits over features when it comes to assets (detailed features can be included in an appendix for Prospect's review and valuation)



WEAKNESSES

- Initial Client value proposition could be stronger and its tie to Prospect's business could be clearer to help frame the conversation
- Attention to detail could be improved in certain areas (e.g., punctuation, capitalization, spelling, text formatting, etc.) to strengthen credibility



THREATS

- Prospect will be weighing Client against all other marketing options, consider how to position the partnership in a way that addresses this
- Social proof via objective claims and real results from other partners can help sway executives who may be hesitant to invest at this level (or at all)



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APPENDIX: PROOFREAD EDITS

Digital & Social Media Campaigns (written in branded font)

Campaign will be the cornerstone of Client Marketing for this Client season.

This will allow Prospect the opportunity to be included in all of the following Digital and Social Media Assets

Digital

- Presenting Sponsor of Microsite on Client .com
- Banner Ads
- Email blast messaging (18,000 Database)

Social

- Inclusion in Twitter, Instagram & Facebook posts
- Twitter
 - Account s- 144K Followers
 - Account - 233K Followers
- Instagram
 - Account s- 61.2K Followers
 - Account - 32.9K Followers
- Facebook
 - Account s- 275K Followers
 - Account - 76K Followers

Unless “ Client Marketing” is a formal title, “marketing” does not need to be capitalized

Suggest replacing with “receive” or “enjoy”

Terms do not need to be capitalized

Unclear – is it a dedicated page on Client .com or a separate microsite with its own URL? “Microsite” does not need to be capitalized

Inconsistent capitalization within short bullets – these words do not need to be capitalized, but certain other slides capitalize all words in each bullet (e.g., Campaign page), check for consistency throughout presentation

Write out to stay consistent with “and” above (as a best practice, avoid using ampersands in most body text)

Need a space between “s” and “-” (same for others)

Note: Inconsistent use of bold font, this is the first slide that does not bold all bulleted text (check throughout)