

180° SPONSORSHIP

*Chart a new course for
your sponsorships.*

Navigate a quickly changing world with confidence.



Caravel's 180° Sponsorship offers an array of services to guide your sponsorship recovery and growth efforts during and post COVID-19.

REVIEW, REFRESH, RECOVER, REVITALIZE!

206-489-5587 | crew@caravelmarketing.com | www.caravelmarketing.com

180° SPONSORSHIP

The sponsorship industry is in the midst of a major transformation and seasoned sponsorship pros and newcomers will need to take a new approach to achieving sponsorship success. Caravel Marketing's **180° Sponsorship** offers an array of services to support organizations in recovering their sponsorship efforts during and post-COVID-19.

Navigate a quickly changing world and industry **with confidence.**

REVIEW

The value of sponsorship will be determined differently in the future. It's a critical time to evaluate and repackage assets most important to sponsor's and determine the fair market value.

Our team of experts:

- ▶ Reviews your current assets
- ▶ Proposes which assets to keep or purge
- ▶ Suggests new assets
- ▶ Recommends pricing guidelines

REFRESH

How you tell your story is essential to your success. It's important your communications effectively communicate the benefits, opportunity, and execution details. Your tone of voice, use of language and visual representation should reflect the changing environment.

The Caravel team:

- ▶ Reviews existing materials with a critical and creative eye
- ▶ Supports you in revising or creating new sales materials, proposals and contract templates
- ▶ Evaluates and suggest effective presentation techniques

RECOVER

Valuable time and revenue have been lost during the economic shutdown. Recovering your sponsorship efforts can't wait.

Our team of strategy experts will:

- ▶ Work with you to develop your 30-60-90 day action items
- ▶ Provide coaching and guidance to keep you moving forward
- ▶ Provide sponsor leads and contact information

REVITALIZE

During challenging and uncertain times your team and sales effort needs to be invigorated. We've got our finger on the pulse of the industry and our expert coaches are driven to guide others to achieve results.

Caravel will:

- ▶ Coach your team on strategies to create and present winning ideas
- ▶ Serve as another set of eyes and ears during presentation and negotiating meetings to support your team in closing more deals
- ▶ Provide focus and inspiration to the team and organization

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