

B2B SALES AND COMMERCIAL PARTNERSHIPS

Nine sponsorships from 36 qualified prospects

WE ARE SALES | COMMERCIAL SPONSORSHIP ACQUISITION

An event or media audience does not become sponsorship revenue simply because it attracts attention. At We Are Sales, I worked from the sponsor's commercial interests: which companies had a reason to reach the audience, who could approve the investment and how to turn that fit into an actual partnership.

9

Sponsorship deals secured

\$140,000

Approximately, in sponsorship revenue

25%

Qualified prospect-to-sponsor conversion

THE BUSINESS

We Are Sales operated in business-to-business sales media, events and professional community activity. Sponsorship income depended on finding companies for which its audience and events represented a meaningful commercial opportunity.

MY ROLE

I researched and qualified potential sponsors, built the prospect list, developed partner-facing propositions, identified decision-makers, conducted direct outreach and advanced conversations through follow-up. I led six of the nine deals end to end and supported the remaining three.

EXPERTISE APPLIED

Commercial opportunity research; sponsor segmentation; prospect qualification; sponsorship value proposition; decision-maker mapping; direct outreach; follow-up; commercial partnership development.

The challenge: sell the commercial value, not the sponsorship slot

From an event organizer's perspective, the offer may appear obvious: visibility, audience access and brand association. A prospective sponsor evaluates something different. It wants to know whether the people attending are its intended customers, whether the opportunity aligns with its business goals and why the spend is worthwhile.

A large list of companies with marketing budgets would not solve that problem. The work needed to begin with selecting businesses with a relevant reason to sponsor.

How I built the sponsorship pipeline

Qualify companies before contacting them

I researched prospective sponsors whose customers, business interests or partnership priorities aligned with the audience. That narrowed the outreach to a more credible pool of potential partners.

Give each potential sponsor a business case

I positioned the opportunity in terms of the audience the sponsor wanted to reach and the value participation could create. Instead of simply announcing sponsorship availability, the outreach explained why it could matter to that particular business.

Reach decision-makers and carry conversations forward

I identified relevant decision-makers, contacted them directly and followed up to move opportunities toward agreement. I led six sponsorship discussions through completion and contributed to the other three secured partnerships.

The commercial result

Nine sponsorships were secured from 36 qualified prospects, a 25% prospect-to-sponsor conversion. The agreements represented approximately \$140,000 in sponsorship revenue.

The result came from treating sponsorship as a B2B commercial decision. Selective research established fit, a tailored proposition gave prospects a reason to engage, and consistent outreach and follow-up moved qualified companies into commercial partnerships.