Spontzer.online Connecting brands

WHAT IS SPONTZER.ONLINE?

A web platform where brands, agencies and rights holders can sell and buy commercially-relevant sponsorships effectively, without removing the human element

Control and confidence

Brands control which rights holders they engage with, and rights holders can be confident they are reaching brands who are in the market for a sponsorship

Data and insight

Our data insighs connect brands with rights holders whose offers are the most relevant commercially from an audience alignment perspective

Efficient and human

Spontzer changes sponsorship buying and selling, saving time and increasing efficiency without removing the human touch

Turning sponsorship sales on its head

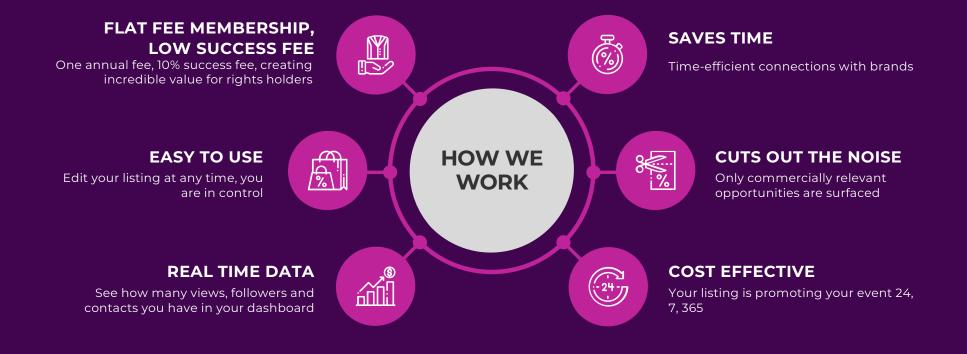
TRADITIONAL MODEL

- o Hunch-led
- o Limited market coverage
- Sales focused
- Lack of transparency around the value of an asset or set of rights
- o Biased towards big players
- Deal-making restricted to the networks you or your agency have formulated previously
- o Laborious and slow

- Data-driven decision making
- Market and asset agnostic list anything of any value
- Flat rate subscription pricing for rights/assets holders
- Free to use for brands looking to sponsor
- Need/objective/outcome focused
- Complete transparency
- Compares all available properties using same data points
- Easy and immediate
- Expands reach of brands on both sides of the deal – a search engine for deal brokering







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- SPONTZER Built on data



FIRST PARTY DATA

During the onboarding and brief creation process, we will ask rights holders to provide information that may be unavailable publicly. This will typically include data points such as fanbase data and segmentation.

SOCIAL DATA

We will also ask rights holders to connect their social channels as part of the onboarding process. This gives us access to real-time audience data including gender, age and location insight.



INDUSTRY DATA

Through our exclusive industry relationships, we can provide brands and rights holders with sector-specific consumer data outside of the platform. This data can help uncover partnership matches with good market fit.

AUDIENCE INSIGHT



We are constantly monitoring the rights markets, looking for the best vehicles for brands to use for their activations. Having a wide spread of types of assets available to brands (and their diversity of reach) is critical to making the brand experience as much of a value add as possible.

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We are attracting some high-ticket events and properties already



Kind words from our partners



- SPONTZER-Four simple steps



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Rights holder membership

Annual fee	Success fee	Our promise
£599	10%	FREE
We work very hard to put you in front of the right people to get results and we want you to commit also.	We only charge 10% success fee on revenue generated through the platform – bake this into your asset or rights valuation.	We refund your membership fee if we do not generate revenue to cover it in the first 12 months.

THANK YOU Darrell James *Founder*

Hesham Barr Co-owner



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