



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 insights 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

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# Turning sponsorship sales on its head

## TRADITIONAL MODEL

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

## SPONTZER

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# What makes us different?



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# 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.

## 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.

## 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.

## 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



HAYNES MOTOR  
MUSEUM



THE NATIONAL  
TRUST



POWERLEAGUE



BRITISH BLIND  
SPORT



MOTORCYCLE LIVE

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# Kind words from our partners



“

" Spontzer has taken all the hassle out of finding new sponsors for next years festival. We have been contacted by brands in the first month.

Pat Kinsella

Festival Director



“

" The Spontzer platform will really simplify our approach to finding partners to work with. We can search quickly & make direct contact.

Paul Pugsley

Commercial Director

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# Four simple steps

## BECOME A MEMBER

There's a low annual membership covering all your listings.

## CREATE A LISTING

This is your chance to shine. Put as much information as possible.

## WE PROMOTE YOU

We do the heavy lifting to put your event in front of potential sponsors.

## CONNECT WITH BRANDS

Brands will contact you directly to arrange chat.



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# Rights holder membership

## Annual fee

**£599**

We work very hard to put you in front of the right people to get results and we want you to commit also.

## Success fee

**10%**

We only charge 10% success fee on revenue generated through the platform – bake this into your asset or rights valuation.

## Our promise

**FREE**

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*



spontzer.online  
hallo@spontzer.com