



Cole used SponsorPitch to Acquire multiple Sponsors for GMC

By posting his pitch, analyzing potential sponsors, and acquiring high value leads, Cole was able to achieve his Sponsorship sales goals for his event and organization.

Key Features

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Sponsor Analytics
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Showcase Opportunities
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Relevant Contacts



"Would I recommend SponsorPitch to others? Yes, 100%. I think it just enables so much more in the world of possibilities where a lot of organizations in our city and region kind of go to the same players over and over again. So being able to expand your outreach to national partners is just such a big asset to be able to have."

The Challenge

Greater Manchester Commerce (GMC) sought to secure significant sponsors for their annual event, Taco Tour Manchester. Even with their event's popularity, securing sponsors was not an easy task and prospecting could take a lot of time. GMC was looking for an easy to use and robust solution to enhance their sponsorship sales outreach and secure more sponsorships.

The SponsorPitch Solution

GMC came across SponsorPitch, a leading sponsorship sales platform. SponsorPitch streamlines the sales process by providing member-only data on brands' sponsorship deals and contact information for decision makers. SponsorPitch empowered GMC to identify and engage more brands, effectively transforming their sponsorship process.

Successes

Using SponsorPitch, GMC successfully secured sponsorships with HP Hood and Unreal Snacks. These sponsorships not only brought financial and product support but also enhanced the event's prestige and appeal.

A Platform for Sharing Opportunities and Outreach

SponsorPitch provided a platform where GMC could post their pitch and showcase their opportunities. It also served as a hub for finding contacts, enabling GMC to conduct a highly tailored outreach. GMC was able to customize their messages based on data, improving the likelihood of positive responses.

Fostering Relationships & Future Opportunities

Beyond the immediate sponsorships secured, GMC used SponsorPitch to build relationships with future sponsors. GMC recognized that the brands they connected with but didn't close a deal with this time around could be excellent leads for future events. SponsorPitch facilitated the start of these relationships, setting the stage for future sponsorships.

Enabling Outreach for Small Organizations

GMC found immense value in SponsorPitch's ability to broaden the scope of their outreach. As a smaller organization, GMC could not have otherwise reached the number of potential sponsors or have managed such a comprehensive outreach process. SponsorPitch helped GMC operate as if they had their own dedicated sponsorship sales team, significantly amplifying their sponsorship outreach.

Deal Details At-A-Glance



UNREAL SNACKS
HP HOOD

Cole closed deals with two nationally recognized brands to partner with Taco Tour Manchester.