OPENSPONSORSHIP

6 STEP PROCESS

1

Goal Setting

Getting to know the customer's objectives and desired outcomes for influencer marketing on the initial kickoff call, so we can align strategy and measurement around what success looks like for them.

2

Tech-Based Talent Discovery & Tracking

Through our tech powered search, we can share the first round of recommended names - typically a ratio of 3 names to every 1 required e.g., want to work with 10 people, we give 30 names. We begin with 5–10 names for early feedback before expanding the list.

3

Talent Finalization

Negotiating and locking in the talent, contracting them into the best deals possible (best price for value, best talent to deliverable fit, best deliverables to fit goals).

4

Creative & Deliverable Management

Developing clear briefs, guiding content creation, and managing approvals/feedback — ensuring all deliverables align with brand voice and campaign goals and are delivered on time through our deliverable management system

5

Amplification Strategy

Advising on how to leverage campaign content beyond social posts - through boosting, email, PR, and other methods.

6

Advanced ROI Reporting

Delivering transparent performance reports using a blend of our proprietary technology, third-party analytics, and your own customer data to showcase true campaign impact and inform future strategy.

Goal Setting & Client Kickoff

GOAL: Build rapport, align on objectives, set biweekly calls, and gather first feedback on campaign ideas.
TIMEFRAME: Once signed, your kick-off call will be scheduled that same week: The earlier, the better.

- **Before Your Kick-Off Call:**
  - Review all prior conversations and notes to understand your goals.
  - Research your brand's recent campaigns and social media presence.
  - Explore relevant OpenSponsorship case studies and past brand success stories.
  - Identify 2–3 athlete or influencer options that align with your target audience.
  - Draft a customized campaign outline to guide our discussion.

- **During the Kick-Off Call:**
  - Walk through a clear agenda focused on your objectives and success metrics.
  - Share initial athlete or creator recommendations and campaign concepts.
  - Outline next steps, including deliverables, responsibilities, and timelines.
  - Introduce our creative brief process to capture your brand voice and goals.

- **After the Call Within 24 hours:**
  - Send a recap email summarizing key takeaways and next steps.
  - Schedule recurring biweekly check-ins to ensure ongoing alignment.
  - Begin executing early opportunities — often securing a "quick win" in week one with an athlete or influencer that authentically fits your brand.

Talent Discovery & Tracking

GOAL: Deliver athlete and creator options that align with your campaign objectives and brand identity.

TIMEFRAME: Within the first week - sourcing and securing client approval for the first round of names to begin activations.

- **Day 1 (Post Kick-Off Call): Launch Campaign on OpenSponsorship**
  - Draft and publish your campaign on the OpenSponsorship platform and invite on-platform talent directly.
  - Use our platform search, agent outreach, Instagram research, and internal expertise to build an initial list of relevant names.
  - Provide your wishlist of preferred athletes or creators for our team to target.
  - Post a teaser Instagram Story (no brand name) to capture organic influencer interest.
  - Gather pricing data to present a clear range for approvals.

- **Day 3-5: Share & Refine**
  - Create your talent tracker (example here)
  - Share an initial influencer shortlist (5–10 names) with your team for feedback.
  - Review selections together to understand what fits best — even based on look, style, or tone.
    - If feedback is delayed, we'll revisit during your next biweekly call to identify blockers and keep momentum.
  - Confirm talent availability and interest, and complete background or PR checks as needed.

- **Day 5:**
  - With approved names, we'll move to the next phase:
    - On-platform talent: proposals sent directly through OpenSponsorship.
    - Off-platform talent: outreach initiated through agents or direct contacts.

WHERE TO FIND NAMES:

Step 1: Campaign/Search → invite relevant names to campaign & go through applications

Step 2: Search → any OS names that didn’t apply but could be a fit

External profiles should pull into our search, but we can also go through them on backend to double-check

Step 3: Looking at past & recent deals in the backend of our platform

Step 4: Agent Outreach → connect with agents we’ve worked with in the past, and ask any AM’s if they’ve done similar deals (ask for similar client talent lists)

Step 5: Off Platform → search off platform to find creators to DM & email (if available)

- Instagram, SocialIQ, Michael’s List, Reddit, Online Lists(FeedSpot, Modash, etc.)

Finalizing Picks / Locking In Talent

GOAL: Lock in the talent that is approved by the brand.

TIMEFRAME: Two to three weeks after signing.

- **Confirm Representation**
  - For on-platform talent:
    - Verify agent details in our system (recent activity, email/SMS history, profile contact matches).
    - If the talent applied via our campaign, we'll send a proposal immediately (and still ping their rep to confirm).
    - If current rep is confirmed → send proposal.
    - If not confirmed → identify the correct rep by:
      - Calling/emailing discreetly (no brand name shared).
      - Messaging the talent ("Is your agent still X? We have a sponsorship opportunity.") or checking the email in bio.
      - Updating our records to reflect the correct representation.
  - For off-platform:
    - We create a secure profile with the talent's email and route the proposal through that account.
- **Draft Proposal**
  - Include clear terms & conditions, deliverables, timelines, and usage/whitelisting approvals.
  - Open with a value-aligned offer (slightly lean on rate, fuller on deliverables) to allow room for negotiation.
- **Send Proposal**
  - Once finalized, we issue the proposal via OpenSponsorship.
  - We notify the agent/manager across channels (platform notification + email/SMS) to ensure receipt.
- **Follow-Up**
  - If no response in 24 hours, we follow up — then once per day until we receive a decision.
  - We can add a brief context note within the proposal so it feels less out of the blue.
  - Upon acceptance, we coordinate product shipment (if applicable) and move into activation.

Creative & Deliverable Management

GOAL: Deliver high-quality, on-brand content that aligns with client objectives and drives measurable results.

TIMEFRAME: Content creation begins three weeks after signing (at the latest) to ensure timely delivery and campaign momentum.

- **Confirm Creative Brief Ownership**
  - During the Kick-Off Call, confirm whether the client's internal creative team will handle the brief.
    - If yes: Client manages brand-specific sections (messaging, tone, key visuals).
    - If no: OpenSponsorship will use our creative brief model (link to be added) and collaborate with the client to complete:
      - Deliverables
      - Key messaging
      - Do's and Don'ts
- **Deliver Brief to Athlete / Agent**
  - Share the finalized brief with each athlete or agent, including clear guidelines and a deadline for submitting the first draft (content + captions if applicable).
- **O-Auth Setup Before Posting**
  - Send the athlete their O-Auth link during the content creation phase to ensure all post data is automatically tracked.
  - If O-Auth is declined, we'll collect performance metrics manually (screenshot submission post-campaign).
- **Tech-enabled deal management**
  - Payments
  - Timelines
- **Content Review & Brand Approval**
  - The OpenSponsorship team reviews all submitted content to confirm alignment with the approved brief.
  - If compliant, content is lightly edited in CapCut (logo placement, brightness, music, etc.) before sharing with the client.
  - Client either:
    - Approves final content, or
    - Provides feedback/edits.
  - Once approved → return final version to athlete with instructions on:
    - Posting date & time (if collab post, clear time with both parties)
    - Who to tag
    - Pulling and providing the UTM link if brand has one
    - Whether to set up a collab post
    - If running any paid ads, provide instructions to get ad code
    - In order for creator to tag brand, often brand needs to follow the creator first

ENSURING HIGH QUALITY CONTENT:

Pre-Client Review Quality Check

- Confirm content follows the creative brief as closely as possible before sharing with the brand.
- Make light edits in CapCut to enhance quality and maintain consistency:
    - Remove background noise
    - Add royalty-free background music
    - Include copy overlays or subtitles for clarity
    - Add brand logo placement as needed

Tips and Tricks:

- Find an example on the athlete's IG (or a similar profile) to send as an example or example of other content made for the brand
    - "The brand loves this style you did if you can replicate it"

HOW TO CHOOSE DELIVERABLES?

If your brand knows what it wants, great! If not, we'll help recommend what best supports their objectives and audience!

Choosing a Reel vs Static ➜ Look at the quality in the creator's feed and pay attention to the views on their Reels page. Some creators perform better with static posts than video content.

IG Stories ➜ Great for brands that want a clickable link included in content — typically resonates with a younger audience demographic.

If your brand knows exact deliverables they want ➜ Pay close attention to the creators you're recommending. Just because their name or persona is a fit doesn't mean their content is.

- **Ex:** If your brand wants a video, avoid recommending creators who don't post videos or have low views relative to their follower count.
- **Ex:** If your brand wants Stories, review their Highlights or active Stories to ensure the content is high quality.
    - Sometimes Stories lack the polish of a Reel, but because they're short-lived (24 hours), it's often more important to get them right.

Amplification Strategy

GOAL: Maximize performance of content. Campaign visibility, engagement, and ROI of campaign content through strategic amplification across owned, earned, and paid channels.

TIMEFRAME: Current approach and recommended improvements should be discussed before proposals are sent to know what to include. The rest for after content goes live.

- **Review Current Approach**
  - Ask client to share their amplification process (owned channels, paid ads, influencer reposts, etc.).
  - Evaluate how each piece of content is being distributed.
- **Recommend Improvements**
  - Suggest strategies to ensure maximum reach per deliverable.
  - Provide examples of how other brands have successfully extended content life.
- **Emphasize Paid vs. Organic**
  - Educate client that boosted content consistently outperforms organic.
  - Highlight that most teams measure success post-campaign, making amplification a critical step in ROI.
- **Enable Easy Access**
  - Lay out all content usage and put all content into a folder for easy access for all teams.

Paid Media Amplification	Cross Marketing Channel and Usage of UGC
Boosted Posts	Website, Social, & Blog
Targeted Ads	Email Marketing
Whitelisting/Creator Licensing	PR & Press

ROI Reporting

GOAL: Provide transparent, data-driven reporting that showcases performance and ROI
TIMEFRAME: Based on agreed cadence: per campaign, monthly, or as requested

- **Set Reporting Cadence**
  - Confirm how often the client wants reporting delivered (per campaign, monthly, or custom).
  - Align expectations early to ensure consistency.

- **Gather Metrics**
  - Capture performance data through O-Auth integration whenever possible.
  - If O-Auth is declined, collect screenshots from the athlete for verification.
  - Double-check all manual entries.
    - Certain formats (like Reels) may require additional data input to ensure accuracy.

- **Generate Tech-Powered Report & Share**
  - Use OpenSponsorship's ROI reporting tools to compile detailed performance insights based on the agreed cadence.
  - Review the report live with the client during a scheduled call to walk through key outcomes and recommendations.
  - After the call, share the final report file along with a concise summary of highlights and next steps.

- **Gather Feedback & Improve**
  - After sharing the initial report, ask: "Is this all the information you need, or would you like anything presented differently next time?"
  - Incorporate feedback to tailor future reports to the client's preferred format, level of detail, and focus areas.

- **Tell a Story, Not Just Numbers**
  - Highlight key wins and measurable outcomes that demonstrate impact.
  - Be transparent about any challenges and how we plan to address them.
  - Offer actionable recommendations to optimize future campaigns.
  - Present results in a way that naturally builds excitement and confidence, making it easy for the client to say "yes" to the next activation.

Setting Pricing Expectations

Pricing	Popularity	Follower Count
Product Only	(Depends on the product/service offering)	(Depends on the product/service offering)
<$1,000	Niche - Local	1K - 15K Followers
<$5,000	Regional	15K - 100K Followers
<$20,000	National	<500K Followers
$50,000	International	550K - 1M Followers
$100,000	Global	1M - 600M Followers

****For Non-Athlete Influencers:
The type of influencer can impact pricing:
A NYC Fashion Influencer would charge more than a mid-west food creator with similar follower counts