

# WHERE BRANDS AND INFLUENCERS CONNECT



\*Image from our deal between Venus Williams x StitchFix



Terrell Owens x Vitamin Shoppe



Morgan Pankow x SI Swim

# About OpenSponsorship

## Our Goal

Our goal is to connect brands with athletes and influencers in the most ROI-effective and cost-efficient manner, to deliver successful marketing campaigns. This means lower fees, quicker timelines, tailored rights to fit your needs, and more ideas on how to use the deals across all your marketing channels including paid, PR, email, website.

## How We Do It

We are the one-stop shop for all things athletes and influencer marketing. Our clients tell us time and time again, that no one does influencer marketing better than us. How?

We act as an extension of your team, delivering everything from one-off social media campaigns to long-term brand ambassador deals, to in-store appearances. And, once you get the content, we also support with using it in PR, paid ads, email marketing, website to maximize ROI.



# What Brands Are Saying

A testimonial by  
Jay O'Hare, CEO of  
Venga CBD

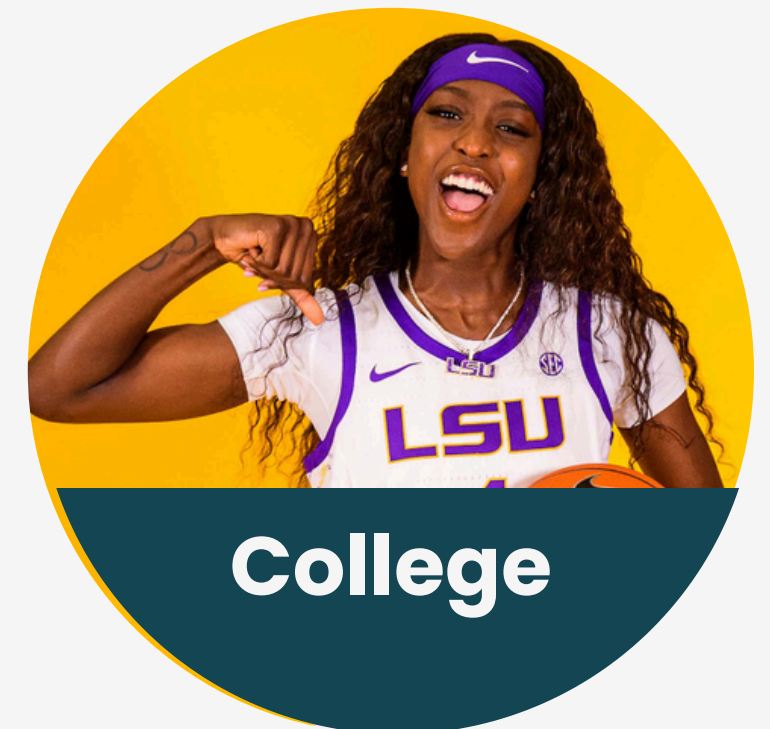
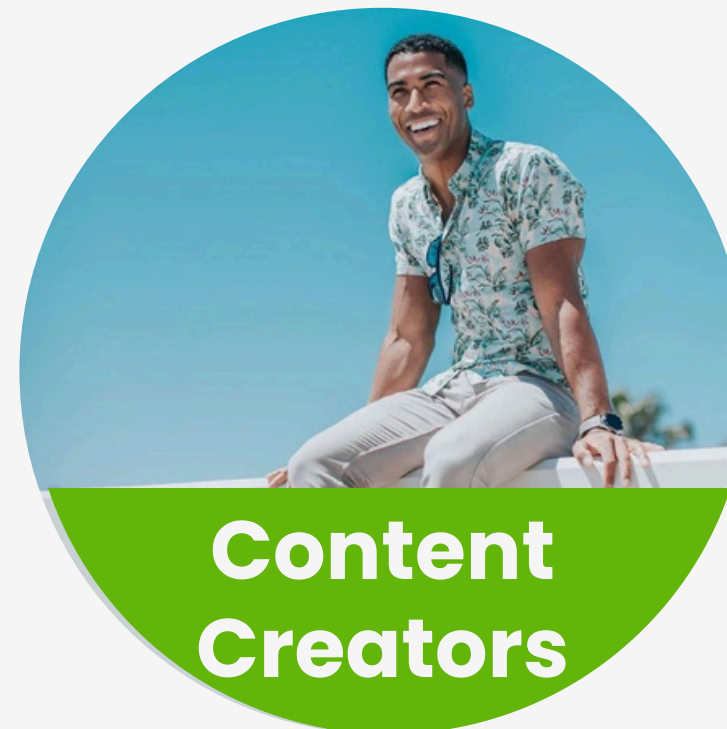
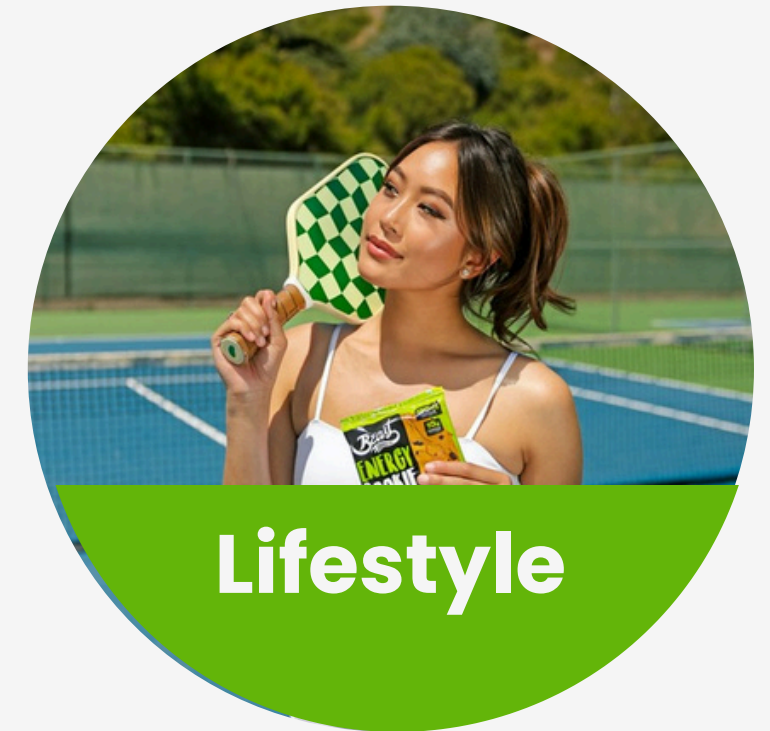
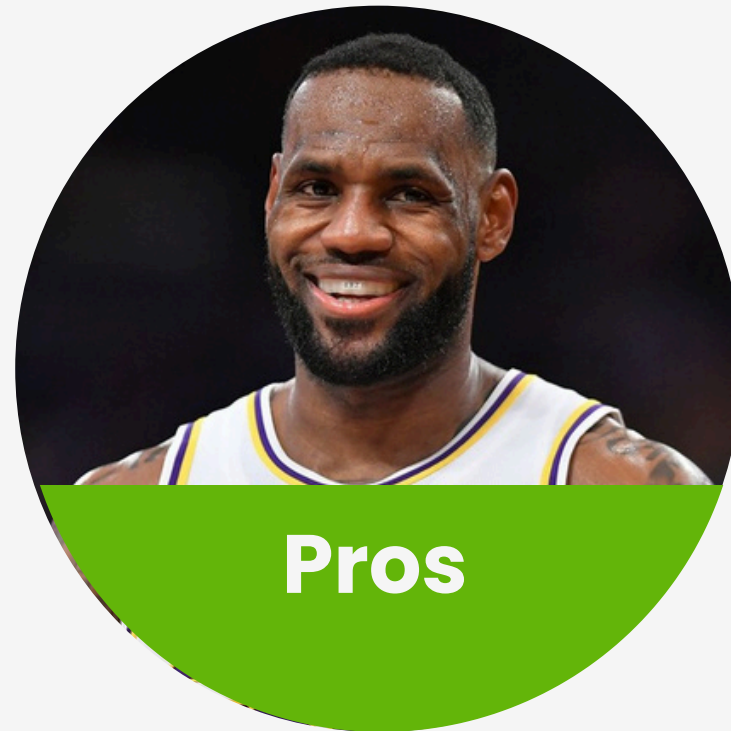


[CLICK TO PLAY](#)

# OS Athletes + Influencers

**Profiles created  
& maintained by  
Talent or Agents**

OpenSponsorship is home to over 20,000 athletes and influencers. Unlike other sites, our talent has intentionally joined OpenSponsorship to find partnership opportunities. This means, our turnaround times are faster, our pricing is more competitive, and the campaign execution is more efficient.



The screenshot shows a news article from Sports Business Journal (SBJ) dated Tuesday, August 27, 2024. The article is titled "OpenSponsorship brokers deal between golf tech company TheGrint and the Bryan Brothers" and is written by Ethan Joyce. The sub-headline states, "The Bryan Brothers boast over 380,000 subscribers on their YouTube channel." The article text describes how OpenSponsorship, a marketplace platform, has brokered a deal between TheGrint and the Bryan Brothers. It mentions that TheGrint will be used as the official scorecard for the brothers, featuring branding in their videos. TheGrint's app is used by golfers for tracking scores and handicapping.

# Why Us?

## The Leader In Athlete + Influencer Partnerships

Over the past 9 years, our team has helped everyone, from Fortune 500s to budding D2C brands, develop marketing campaigns with athletes and influencers. We've assisted brands in everything from executing hundreds of influencer deals to major brand ambassador agreements, in-store appearances, and team and event partnerships.

20k+

Athletes +  
Influencers

\$50m+

In deal value

18k+

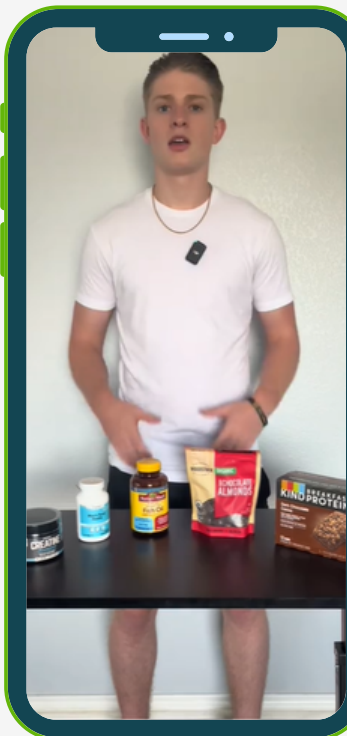
Deals facilitated

# FAQ: What is a typical monthly investment on influencers, and what does it get me?

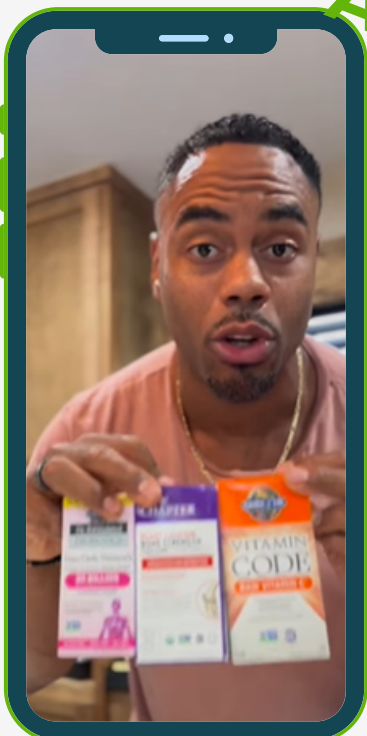
**Answer:** We suggest an initial spend of \$3K – \$10K/month on influencers.

See what \$10K/month got Vitacost in the below case study.

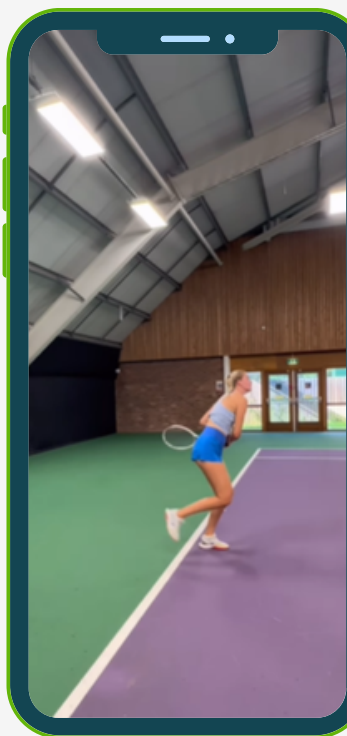
## A CHOSEN ATHLETES



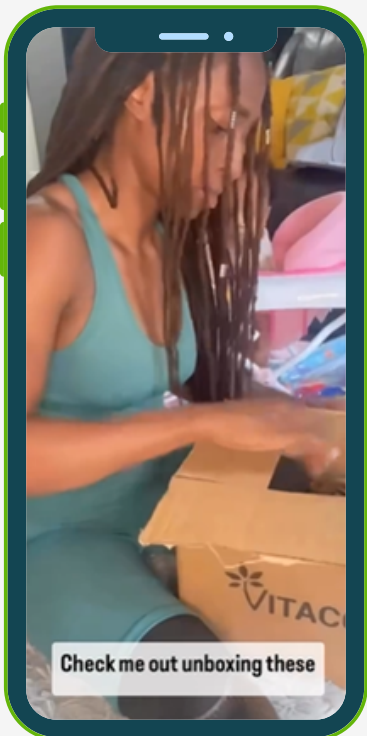
Name: Jackson Prince  
Sports: College Basketball  
Other: Podcast Host  
IG Followers: 62,601  
Tiktok: 14.1K followers, 253.8K likes



Name: Rashad Jennings  
Sports: Retired NFL  
Other: Podcast Host  
IG Followers: 208,564  
Tiktok: 14.7K followers, 86.7K likes



Name: Scarlett Hutchinson  
Sports: College Tennis  
Other: Content Creator  
IG Followers: 62,601  
Tiktok: 15.8K followers, 870.9K likes



Name: Femita Ayanbeku  
Sports: Paralympic Track  
Other: 8x National Champion  
IG Followers: 17,223  
Tiktok: 20.3K followers, 417.5K likes

MATCHES 130

134 athletes applied, and our team presented the 27 highest recommendations

DEAL MANAGEMENT 12

The campaign gave 12 deliverables all on time! Including IG reels, stories, link in bios, Tiktok, NIL usage rights for 3-12 months

14 DAYS TIMEFRAME

We delivered this campaign – from Kick off call to content live by the athletes – within 9 days!

56% NEGOTIATE

36,306 ROI REPORTING

We delivered over 36,306 impressions, and a top CPE of \$1.75

# Full-Service Plan @ \$2K/month



## Dedicated Account Manager

We are truly an extension of your team.



## Full Platform Access

Access to the most advance tech in Athlete sponsorship.



## Who's It For?

Marketing managers and Founders who don't have the time, knowledge, or bandwidth. Lean on our team of experts to become an extension of your team and deliver a full influencer marketing program across athletes and non-athletes alike (e.g. finfluencers, foodies, gamers, lifestyle). We work hard to understand your brand and your goals, and then deliver results that you can be proud of!

## Key Benefits

- ~ 20 hours a month of service from an OS account manager including bi-weekly calls, full execution from ideation to ROI reporting. Also, quarterly strategy calls with OS founders.
- Sourcing talent off platform based on your wishlist criteria.
- Ability to do deals for cash, product, equity and royalties.
- End-to-end management of influencer campaigns from campaign ideation, talent sourcing, negotiation, contracting, payments, creative briefs, deliverable management, content approvals and ROI reporting.
- Ideation on repurposing of the deal across your owned and operated channels.
- Full platform benefits including detailed data on each talent including demographic following (gender, location, ethnicity, age), engagement rates, authentic fit to your brand and other criteria for analysis.



### Team of Pros

Access to our full team to drive paid ads, PR, email marketing, website conversion and more!



### Inbound Partnership Request Management

No more dealing with hundreds of ambassador DMs.



# Elite Plan @ \$5K/month

## Who's It For?

Brands who, beyond all the benefits of what the Full-Service offers, want to truly put their influencer program at the heart of their marketing plans. This plan supports brands spending up to \$500K/month spend on influencers, via sophisticated campaign management processes, proprietary technology tools, elevated matching and increased account management support.

## Key Benefits

- Anywhere from 50 - 200 hours a month of service from the OS team including weekly calls, bi-monthly strategy calls with OS founders and robust daily communication.
- End-to-end management of influencer campaigns (as per full-service plan, see slide above).
- Execution on repurposing of the deal across your owned and operated channels e.g. support of your paid ads with influencers; PR service support, written copy for brand marketing emails including athlete content, content editing support.
- Management of inbound influencer requests via your website.

# WHAT TYPES OF CAMPAIGNS WE RUN

## Long-Term Brand Ambassadors



- 3–12+ month partnerships
- Integrated social + IRL activations
- Usage rights & whitelisting
- Affiliate or performance backend options

**Best For:** Brands looking for sustained visibility and deeper athlete alignment.

## Product Gifting & Seeding



- Large-scale athlete gifting (25–200+ talent)
- Seasonal drops or launch moments
- Organic + optional paid boosts
- Unboxing, try-on, locker room content

**Best For:** New product launches, cultural moments, quick reach at scale.

## Short-Term Social Campaigns



- 1–4 week content windows
- IG/TikTok-first strategies
- Paid + affiliate hybrid models
- Conversion-focused tracking

**Best For:** Sales pushes, tentpole moments (Draft, March Madness, Olympics, etc.)

## Bespoke Partnerships



- Podcast integrations
- Retail/store appearances
- Event hosting & media row access
- Team partnerships

**Best For:** Brands that want to stand out beyond the feed.

### Channels We Activate Across:

IG • TikTok • YouTube • Twitch • Facebook • Podcasts • Live Events (IRL)

Founded by

# Ishveen Jolly & Ron Nesbitt

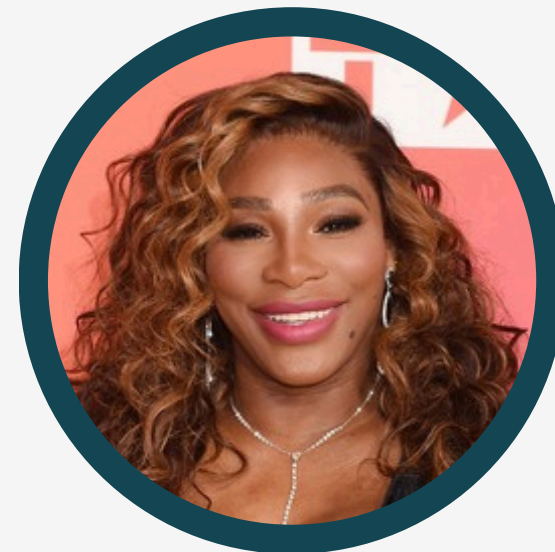
Ishveen, CEO, is a female trailblazer in the space – she has been featured on Inc.’s Top 100 Female Founders list in 2019, Forbes 30 Under 30 Sports List, ESPN Industry Expert 2020 List. She graduated from Oxford University and was previously a successful sports agent.



Baron Davis



David Blitzer



Serena Williams

## World Class Investors

# CASE STUDY: Brand Awareness



## 860k Impressions

To announce the launch of their in-store spring fashion collection, Walmart collaborated with several NFL stars on social media posts to go live on their feed.

# CASE STUDY: Product Giveaway



**2m Views, 5k Entries  
in 24 Hours**

OnePlus collaborated with F1 driver, Alex Albon, on their latest cell phone release. Alex developed a reel that promoted a giveaway of a cell phone that had a funny selfie of him set as the background.

## CASE STUDY: Long-Term Deal



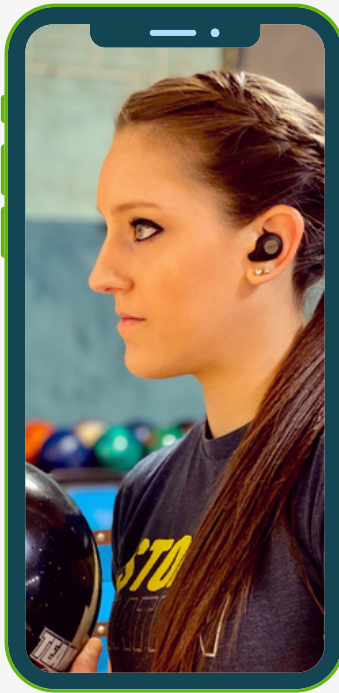
**KACHAVA®**

## Matched with an All-star Customer

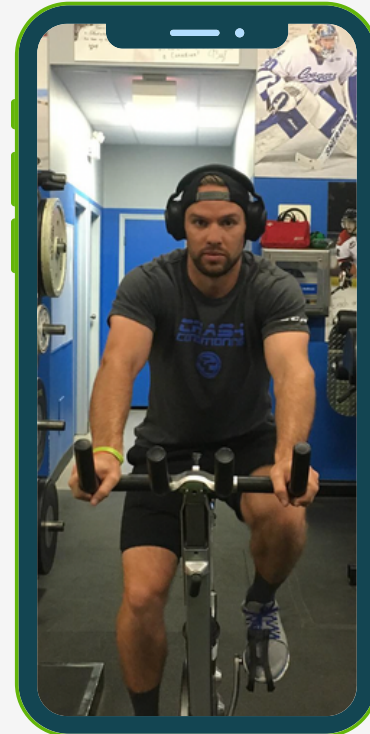
While working to determine who could be the perfect “face of Ka’Chava”, they set their sights on Shaun White, given he is already a Ka’Chava fan & consumer. Our team went to work to help connect both parties and lock in a year-long partnership. Part of the campaign integrated Shaun into a popup event hosted in Aspen. Shaun helped promote the brand and the popup on his social feed as well.

# CASE STUDY: Product Only Deals

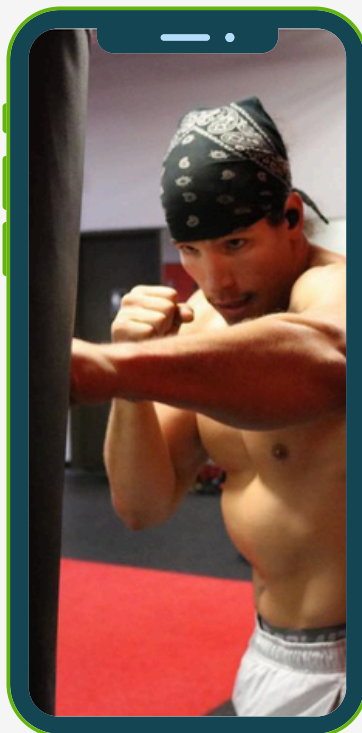
215 CHOSEN ATHLETES



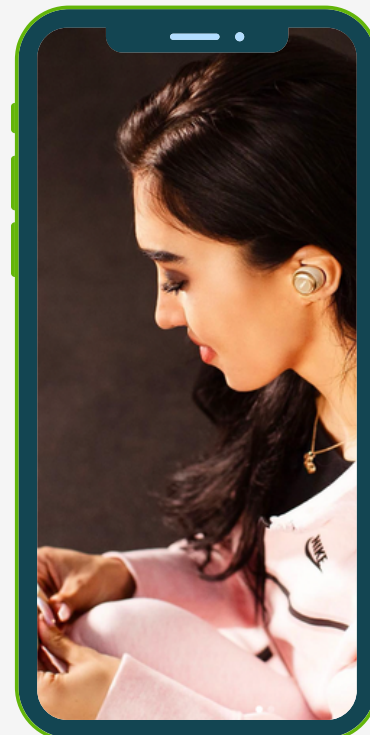
Name: Danielle McEwan  
Sports: Bowler  
Other: Olympian, 7x World Champion  
IG Followers: 128k  
[See post](#)



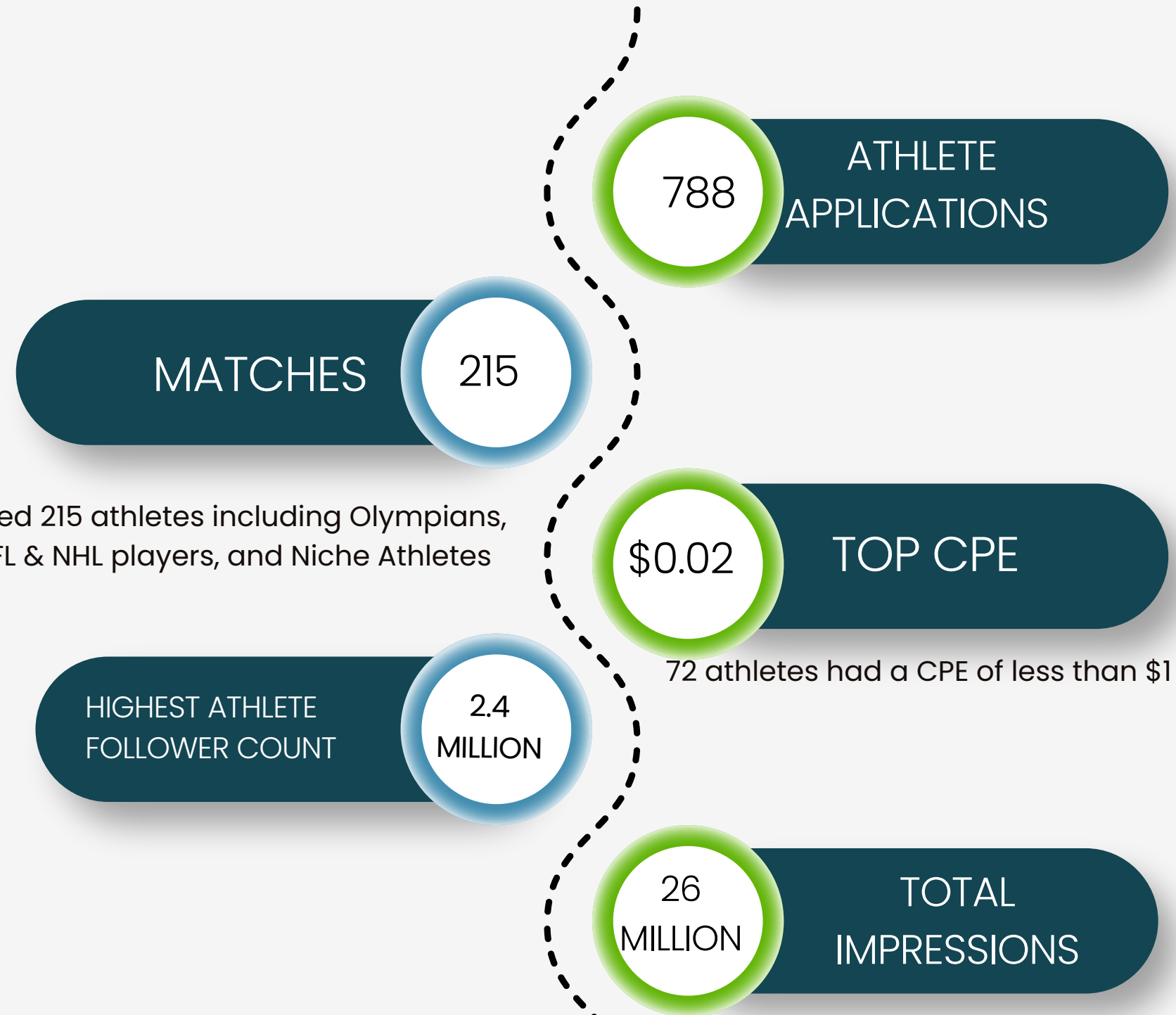
Name: Zach Boychuk  
Sports: NHL Player  
Other: Business Owner  
IG Followers: 139k  
[See post](#)



Name: Bill O'Brien  
Sports: Retired Lacrosse Player  
Other: Content Creator  
IG Followers: 47k  
[See post](#)



Name: Gabrielle Daleman  
Sports: Figure Skater  
Other: Olympian  
IG Followers: 103k  
[See post](#)



We secured 215 athletes including Olympians, NFL & NHL players, and Niche Athletes



# HARMLESS HARVEST®

## Finding Success With ELITE

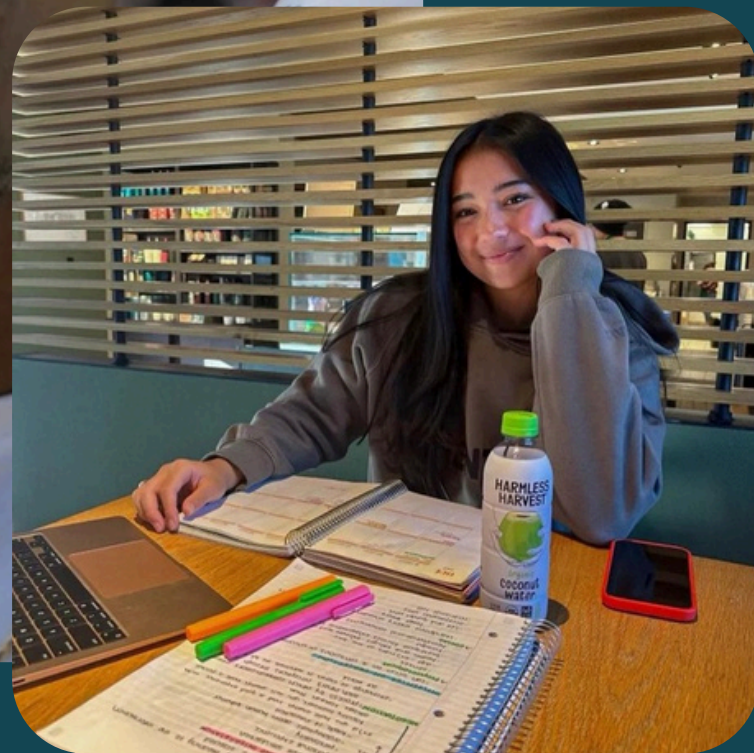
### Before ELITE

Like most organizations, the internal team, although fully capable, was spread thin and lacked sports/athlete expertise. This, coupled with the fact that their products appeal to an active and healthy consumer base, led them to the conclusion that they needed a more dedicated focus on athlete partnerships. After testing a few sports-focused platforms and walking away with a subpar experience, they realized they needed more. Insert OpenSponsorship.



### With ELITE

With ELITE, the HH team has been able to hand off the time-consuming and challenging task of reviewing and recommending partnership strategies for a significant amount of monthly inbound partnership requests. The OS team handles all sports-related inbound requests: reviewing and evaluating talent, recommending next steps, and executing the approved strategy. Since handing off the nitty gritty work to the OS team, HH has been able to focus on a variety of other objectives, while knowing that they're not missing out on any impactful athlete partnerships. Our team is on it!





# Contact Us

Opportunities can come up fast - if your team needs support on a campaign, drop us a line any time and we'll step in to help!



New York, New York



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[OpenSponsorship.com](https://www.opensponsorship.com)