Caravel Marketing specializes in revenue development and partnership marketing. Caravel develops and implements strategic plans to increase sponsor value and accelerate performance; we guide the entire process from beginning to end, connecting events and properties with brands to create meaningful partnerships.
Connected and Effective

Integrity and grit guide our purpose to improve performance, increase revenue and make connections. We’ve had the privilege of working with admired organizations to develop and execute partnership strategies.
BUILD PARTNERSHIPS & RETAIN SPONSORS

- Honor your relationship
- Know your contracts
- Play offense, not defense
- Involve sponsors in the process
- Offer solutions
Action Items

1. Contact your current partners and ask thoughtful questions to understand how they personally and professionally are being impacted.
2. Collect all pertinent and current information about contracts and payments and discuss with leadership the impact of refunding sponsorships.
3. Ask partners to be patient and withhold taking any action until you and the leadership have developed a plan and until more information becomes available.
4. Make a list with your colleagues how you can use the resources of the organization to support your partners now.
SELLING DURING A CRISIS

• Assess the situation
• Consider your approach
• Be prepared for tough conversations
• Stick to your process
Action Items

1. Create a prospect list of companies that will likely fuel their marketing efforts in the recovery period.
2. Set a daily outreach goal to current and prospective sponsors.
3. Valuate the assets you have available to support sponsors business needs right now.
4. Develop proposal templates so you are ready to customize when the opportunity arises.
5. Research prospects and current sponsors and create 5 key “I know statements” for each.
LEADING SALES DURING UNCERTAIN TIMES

- Conduct a scenario planning exercise
- Take a leadership role
- Plan for the future
- Take action
Action Items

1. Ask leadership to show support
2. Demonstrate sponsorship’s role in company goals
3. Hold sponsorship town hall meeting
4. Conduct company brainstorm session
5. Share top level goals and progress
6. Create a sponsorship task force
7. Hold a sponsorship 101 training
A MESSAGE FOR BRANDS

• Hold out, don’t drop-out!
• Make lemonade
• Play the long game
• There’s sunshine after the rain
Q & A

Thank you!