

**SPONSORSHIP ACQUISITION & COMMERCIALISATION  
SERVICE FROM **MAGNIFY MANAGEMENT GROUP****



## About Us

Magnify Management Group is a family-owned service agency; founded in 2017 we have delivered innovative sponsorships, partnerships and activations across our portfolio of events and festivals.

We work with both events rights-holders and culturally relevant brands to create strategic, long-term partnerships

We help our events partners maximise their sponsorship assets and communicate them effectively to brands. Whilst providing our brand partners with incredible opportunities to market their brand, reach new customers, improve their public perception and increase their sales.

We consider ourselves pros in the festival and event sponsorship marketing landscape.

We believe sponsorships aren't just about generating impressions. They're about creating moments that allow brands to effectively engage and deliver proof on their promise

Our considerable network of rights-holders enables us to offer an unparalleled range of partnership opportunities perfect for any business or brand.

**IT PAYS TO MAGNIFY**



### **A HANDFUL OF OUR BRAND PARTNERS..**

COCA-COLA. FLUTTERWAVE. HEINEKEN. MASTERCARD. RED BULL. DIAGEO. BAUER MEDIA. IZETTLER. MACDONALD HOTELS. HALEWOOD INTERNATIONAL. UNLIMIT. PERNOD RICARD. REACH PLC. BREWDOG. REWIRE.

# Sponsorship Acquisition Service

## Commercialisation Consultancy

Our inhouse sales team specialise in the acquisition of key event sponsors and third-party partnerships.

Our commercialisation service is all encompassing, and we manage all aspects of this on your behalf. Following an initial evaluation call with one of our team we will create a tailored sponsorship pack for your event.

Upon completion of the sales collateral, our prospecting activity begins. Within the first month, our data team will have emailed over 2000 senior key decision makers within leading global brands and our highly trained sales team will begin to prospect our extensive database of key personnel across a variety of sectors; a large portion of which we already have existing relationships with.

**WATCH OUR EXPLAINER VIDEO**



We manage the full sales process on your behalf; including but not limited to:

- Initial prospecting activity to identify suitable partners.
- Introductory calls and emails.
- Fact Find to assess suitability and establish need.
- Arranging and performing site visits with any interested parties
- Negotiation to ensure we maximise the commercialisation opportunity.
- Manage contractual stage and legal framework.

**OUR COMMERCIALISATION SERVICE WILL SUPPORT YOU IN ACQUIRING THE FOLLOWING PARTNERS:**



TITLE PARTNER



HEADLINE SPONSOR



OFFICIAL BRANDING PARTNERSHIPS

- FINANCE
- FASHION
- RETAIL
- TRAVEL
- MEDIA PARTNER
- FMCG

\*Categories, Number of Partners and Prices subject to confirmation

# Sponsorship Acquisition Service

The range of services we offer are broad and effective. Designed to fill any gaps in your resources, whilst ensuring you can maximise income, provide a first-class experience to patrons & have peace of mind knowing our mission is to deliver complete satisfaction.

Magnify Management Group will provide the following for the purpose of your event

Sponsorship Strategy	Asset Audit & Valuation	Sponsorship Sales	Proposal Creation
Helping you create your long-term sustainable partnership model. Our tailored strategy includes competitor analysis, asset audit, valuations, revenue projections, proposal creation, prospect identification and sales strategy.	Our strategic team will uncover all possible sponsorship assets and perform a full asset valuation utilising proven methodologies to create clear and concise packages. Ensuring you maximise your productions potential.	Our dedicated sales experts become your commercial team managing the full sales process, identifying and securing brand partners for your productions.	Utilising our inhouse design team we will create industry leading sponsorship proposals ensuring your opportunity is effectively communicated to potential sponsors.

**THANK YOU!**



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