

The background of the slide is a grayscale photograph of a laptop. The keyboard is visible in the lower half, and the screen shows some graphical elements. A large, solid purple rectangle is overlaid on the top half of the image, containing the main title and subtitle in white text.

5 REASONS TO INVEST IN A SPONSORSHIP ACTIVATION PLATFORM

**SPONSORSHIP ACTIVATION PLATFORMS HELP YOU
MANAGE YOUR ENTIRE PORTFOLIO TO DRIVE KPI'S,
REVENUE AND OBJECTIVES**

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#1

RECLAIM TIME FOR HIGH-IMPACT WORK

- Who are the stakeholders involved in delivering the asset?
- Among others, fulfillment teams on both sides, technology or stadium partners, insurance partners, third party vendors and ultimately the decision makers for the client who signed off on the partnership can play key roles. A deep dive on this question will help you understand all angles, limitations and needs.

#2

WHO

#3

WHY

You could argue this is the first question,

- Why was this asset included in the partnership?

Not only is that question a good exercise to challenge the sales team with to insure they are being consultative, but it may also help the fulfillment team understand how it fits into the puzzle and have more conviction about the delivery.

#1

RECLAIM TIME FOR HIGH-IMPACT WORK

Time is your most valuable resource. Too many partnership teams are buried in manual reporting, repetitive email threads, and disconnected systems. A sponsorship activation platform automates delivery tracking, client updates, asset fulfillment, and approval workflows—freeing up your team to focus on what really matters.

On average, teams using Trak Software report reclaiming 25–50% of their working hours. That's the equivalent of gaining an additional full-time employee—without the additional headcount.

This reclaimed time can now be spent on strategic initiatives like campaign ideation, mid-season recaps, partner retention strategies, and uncovering incremental value for both sides of the partnership.

2

DELIGHT PARTNERS THROUGH VISIBILITY AND COLLABORATION

A common complaint in the sponsorship world? Partners feel left in the dark.

The 2024 IEG "State of Sponsorship" report revealed a troubling trend: 58% of sponsors are considering dropping out of deals due to dissatisfaction with communication, reporting, and proof of performance. A dedicated platform addresses this head-on.

By bringing your partners directly into the activation workflow—where they can see timelines, review assets, give feedback, and access performance dashboards—you foster transparency and trust. It's the difference between transactional account management and true strategic partnership.

When partners feel looped in, valued, and heard, they renew—and they often expand.

#3

MAKE REAL-TIME ADJUSTMENTS WITH PERFORMANCE INSIGHTS

When sponsorships underperform, it's rarely due to a lack of intent—it's usually due to a lack of visibility. By the time a traditional post-season report is created, it's too late to fix what went wrong.

Sponsorship activation platforms give you real-time fulfillment and performance data, so you can course-correct in the moment. If social assets aren't hitting their marks, or hospitality events are underutilized, you can reallocate resources and adjust the strategy before the season ends.

More importantly, this level of insight increases client engagement. When sponsors see their performance metrics evolve in real time, they stay more involved—and more confident—in your execution.

4

UNCOVER AND ELIMINATE WASTED VALUE

One of the most eye-opening use cases for a sponsorship activation platform is its ability to surface underutilized or unused assets.

In one example, a Trak Software client discovered that 40% of their contracted assets were going unused. That equated to more than \$1 million in wasted sponsorship value—a figure that could have easily gone unnoticed without centralized tracking and reporting.

By identifying what's being delivered, what's missing, and what's not getting used, platforms empower your team to reclaim lost value, renegotiate intelligently, and reallocate assets that would have otherwise collected dust.

#5

NAVIGATE STAFF CHANGES WITHOUT LOSING CONTEXT

People move. Out-of-office schedules happen. Internal restructuring or sponsor-side turnover is inevitable. But sponsorship momentum shouldn't suffer because of it.

A sponsorship activation platform creates a single source of truth for every partnership. If an account manager leaves or a partner contact changes, onboarding their replacement takes hours—not weeks. Every conversation thread, activation note, performance chart, and delivery schedule is preserved and accessible.

Teams report being able to bring new personnel up to speed 95% faster than traditional workflows that rely on shared drives, archived emails, and disconnected documents.



ABOUT US

Avoid underperforming advertising partnerships by integrating strategy, execution and analysis into a single platform

Trak is a Modern Partnership Management Platform that is employed by organizations who buy, manage and sell multi-asset marketing partnerships.

It helps accelerate and simplify sponsorship sales, execution, and analysis so partnerships are executed on time and on budget while delivering top-notch returns.

Trak is used by some of the world's most efficient and innovative partnership marketers, like Tigris, Baltimore Ravens, Coca-Cola, Carolina Hurricanes, Memphis Grizzlies, AAA, Brooklyn Cyclones and CDW.

Find out more at [Trak.io](https://trak.io)
