



WHAT, WHO, WHY, WHEN, WHERE, HOW ON EVERY ASSET

A PARTNERSHIP CHECKLIST FOR RIGHTS HOLDERS,
PROPERTIES, AND ANYONE SELLING SPONSORSHIPS

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**6 MUST ANSWER
QUESTIONS BEFORE
YOU INCLUDE AN ASSET
IN YOUR PARTNERSHIP**

#1

WHAT

Understand what the asset is that we are delivering.

- Are there multiple facets or occurrences that we need to take into account?
- How does your expectation match with what the client was presented?
- Are there proposed metric targets?

- 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.

- Is this a "set it and forget it" asset or one that occurs multiple times and takes constant hand-holding?
- Is there an ideal timing or seasonality?

#4

WHEN

#5

WHERE

- In today's climate of digital and other platforms, where are the deliverables being exposed to the target market?
- How will those results be tracked and reported upon and who needs to be involved for that to happen?

Once the above are all answered,

- Is there a step-by-step action plan and system to take the above questions and bring the partnership asset(s) to life?
- What happens if you can't execute upon any of these items due to controlled or uncontrolled circumstances?
- Do you have applicable inventory ready for pivots that will allow you to put your best foot forward?

#6

HOW



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)
