

INTRODUCTION

 **INTERACTIVE**
sponsor

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We love empowering businesses to think beyond the ordinary

Interactive Sponsor, founded in 2008, is a brand partnership, sponsorship and activation, and sponsorship strategy agency based in Los Angeles, California and London, UK.

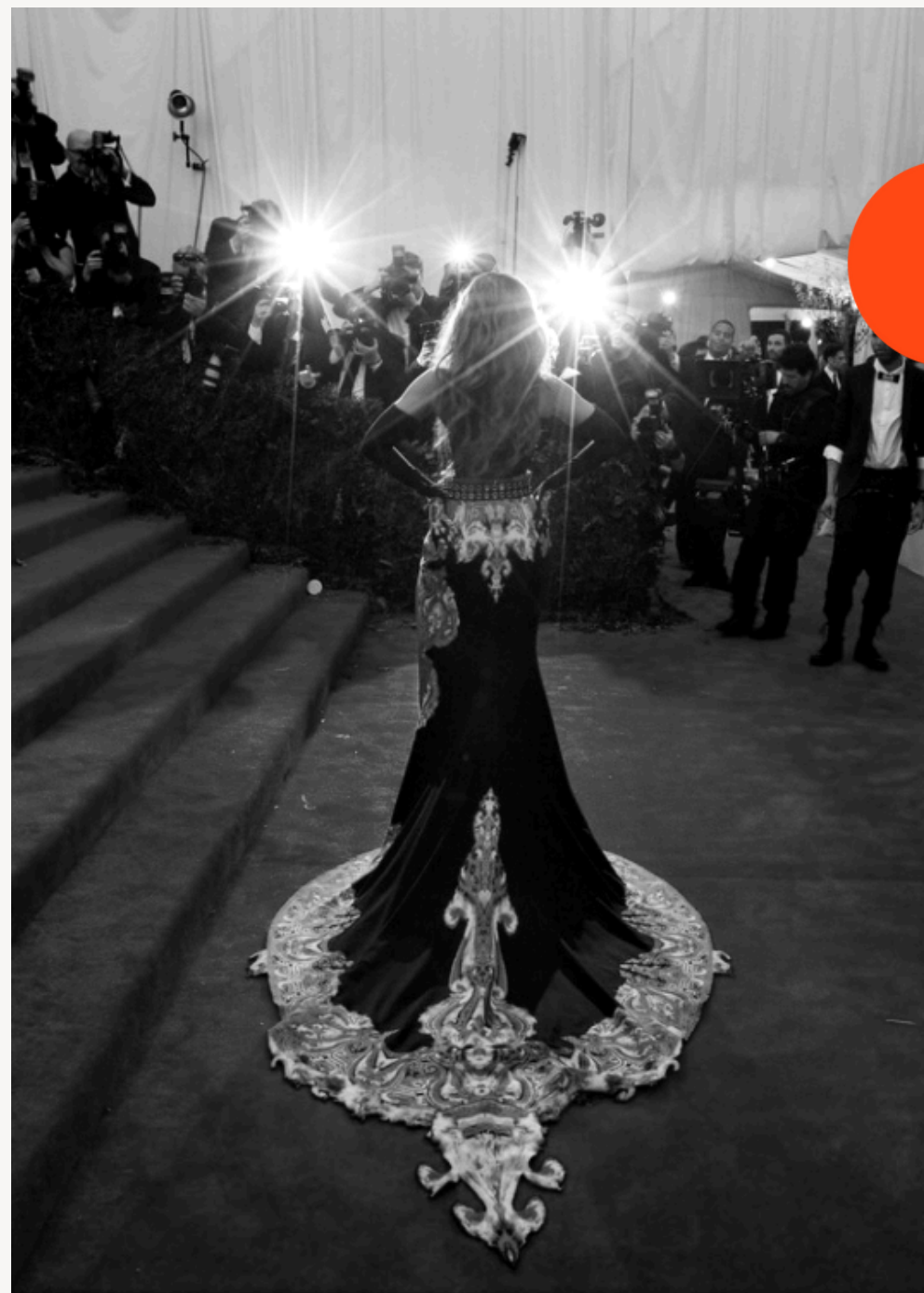
Sponsorship has evolved

● Longer term relationships versus one-offs

We connect leading brands with rights holders and properties worldwide serving sport and entertainment along with industries ranging from fintech to fashion, securing long-term corporate partnerships.

More recently we have been connecting with the startup ecosystem and partnering with strategy labs, and disruptive innovation hubs and platforms — engaging global brands and their Corporate VC initiatives, all over the U.S., UK and Europe.





Among our clientele, we have worked with the Hollywood Foreign Press Association and Golden Globe® Awards, Dick Clark Productions, The Recording Academy and GRAMMY® Celebration, MTV Movie Awards, Live Nation, major movie studios including Paramount, Universal, Sony, and Disney, movie premieres, red carpet events, concerts, corporate summits, sport club and stadium partnerships, name rights, throughout U.S. and Europe.

Our mission



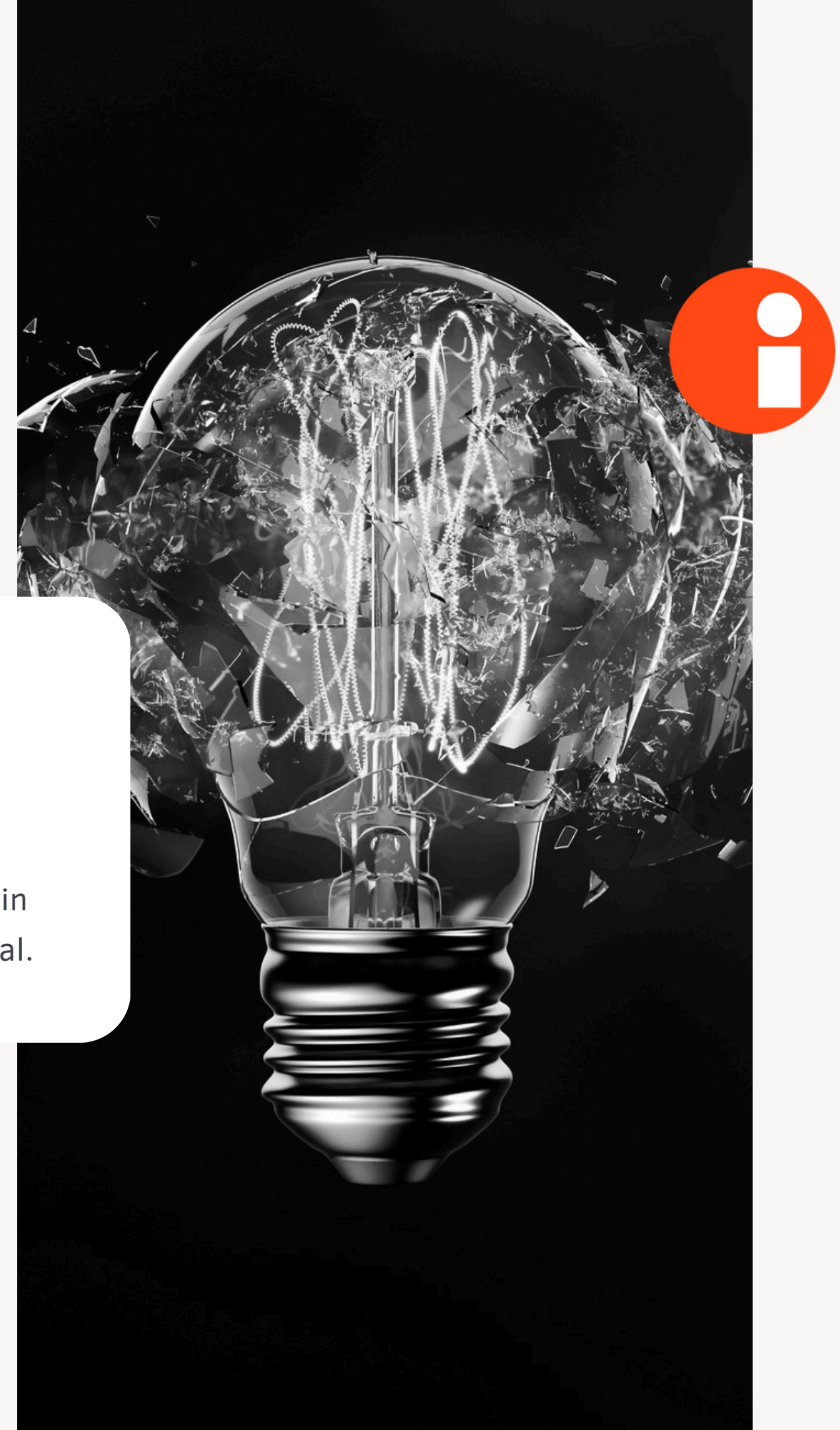
● Innovation that makes a difference

Innovation is an integral part of today's business strategy, spanning industries and sectors. The weaknesses of traditional innovation approaches have led us to explore different avenues and seek new inspiration. A platform-thinking approach to innovation is what's necessary nowadays, to bring together different stakeholders to identify solutions to common problems or achieve common goals.

Our vision

● Be the leader in disruptive solutions

We have aligned with unique and disruptive platforms, leveraging the ecosystem of innovation, incubation and interactivation to educate and empower startups and entrepreneurs, along with intrapreneurs, to succeed in business by offering advice, ideation, and access to corporate venture capital.





Our core values

Strategy

Innovation

Creativity

Collaboration

Engagement

Scout-as-a-Service Business Model



CVC SaaS: Corporate VC Scout-as-a-Service

As a result of the pandemic, like many businesses, we had to pivot & revise our long-term business model, to incorporate a scouting platform for Corporate VCs.

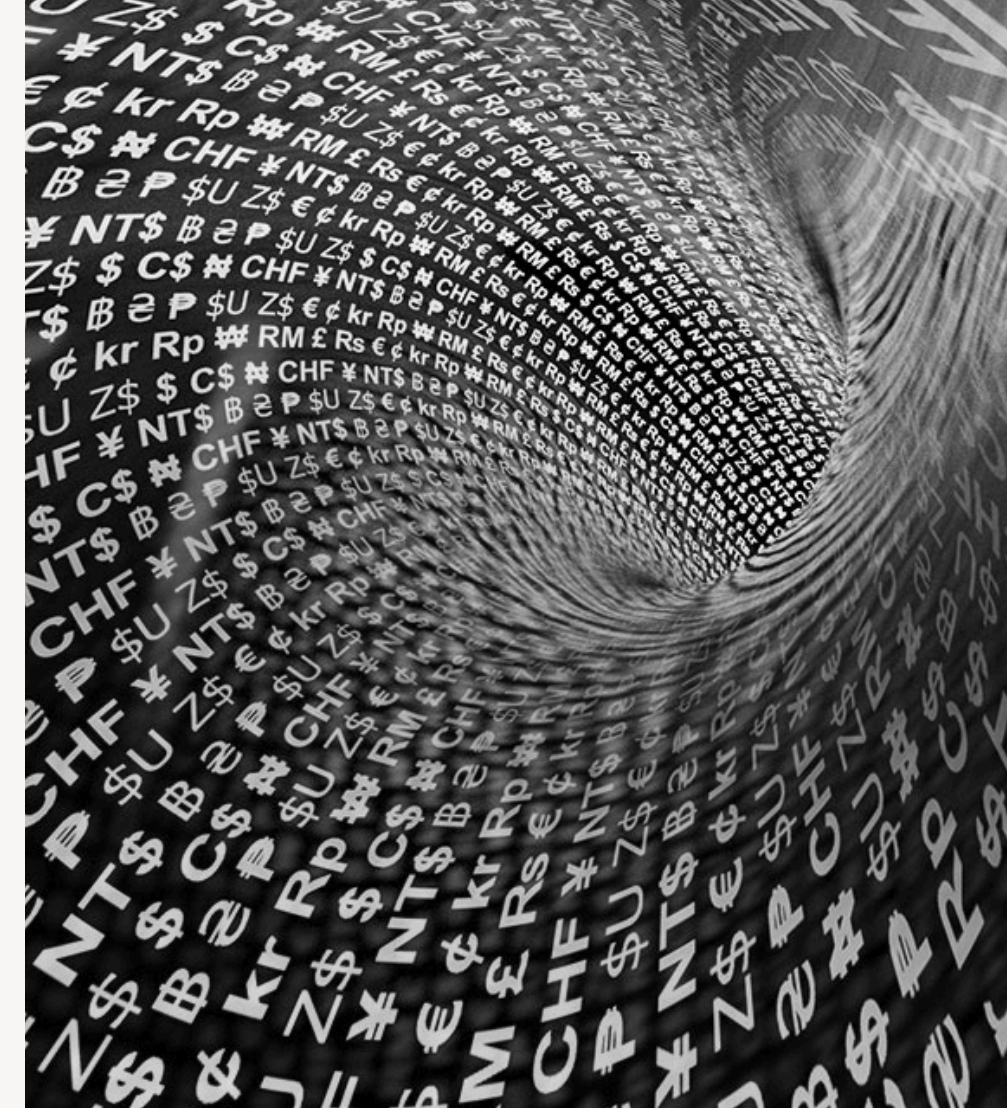
Based on the changing marketplace ecosystem and Corporate VC initiatives of the brands we work with, we are now introducing the beta version of our disruptive and innovative platform to help start-ups, scale-ups and founders matching them with corporate brands and their corporate venture capital initiatives.



There is now a willingness by major brands to provide technological solutions to their current needs by using their own corporate resources, specifically via Corporate VC investing, allowing for both using their financial capacity and exploring the use of these new technologies.

Corporate venturing also allows companies to respond quickly to market transformations.

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Corporate Venture Capital offers the most direct path to strategic and financial rewards.



How we work: our strategy

1

Initial consultation and planning

The strategy typically is to secure and integrate a limited number of top-tier category exclusive corporate partners of the platform.

2

Strategy development and action plan

as part of a long-term strategy, develop the valuation for corporate partnerships, incorporating all sponsorable assets.

3

Review and launch strategy

Rather than a fixed asset for 'sale,' deliver an 'investable' value proposition, as a scalable business model to form a collaborative all-inclusive partnership.

A platform-first model shifts the client from selling isolated assets to offering a scalable, ROI-driven ecosystem.

Brands invest in platforms that provide audience, content, purpose, and long-term value.

unique
value
proposition

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● Strategy & Expectations

We evaluate your platform through a commercial, brand-centric, and investment-ready lens; We identify sponsorable assets, category opportunities, valuation pathways, and scalable partnership frameworks.

High Value Corporate Target Categories [B2B2C]

- Tech • Finance • Automotive • Telecom • Luxury • Consumer • Beauty • Wellness
- Travel • Sport • Entertainment • Fashion • Real Estate • Insurance • Energy

Process

1. Discovery & Valuation
2. Positioning & Strategy
3. Prospecting & Outreach
4. Pitching & Negotiation
5. Activation Advisory

Timeline

1. Strategy, valuation, positioning, outreach preparation
2. Brand conversations, negotiations, term sheets, partnership pathways

Corporate Circle



● Top-tier long-term corporate partners

We recommend setting up a limited number of ‘Corporate Circle’ spots, consisting of top-tier category exclusive ‘Global Partners’ to round up the long-term brand associations (similar to the International Olympic Committee model), whereas local, regional, or country specific lower-tier sponsors may complete the sponsorship model to realize the most possible valuation.

Web3, XR, AI, robotics, digital twin

● Future belongs to those who see possibilities

Metaverse is the next mega-phase of the internet, a hybrid merging of the physical world with XR/AR and AI that is beginning to revolutionize the way we interact, work and live. And brands are quickly embracing this platform.

Brands are reserving separate budgets for these types of platforms as part of their activation spend, as well as Corporate VC investment options. Are you prepared for the shift into this new world of artificial intelligence, immersive & augmented reality, robotics, digital twin and other initiatives?





SPONSORSHIP IS DEAD;
LONG LIVE SPONSORSHIP

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As a disruptive agency,
our sponsorship strategy
is one of long-term,
based on innovation and
platformification in
today's on-demand
world.



Strategy Not Tragedy

The reality is you need help developing your pitch, not just selling it. Besides, brands shouldn't be solicited to 'spend' their money, but asked to 'invest' it.



Building Relationships

We love allowing brands access to an exploitable business potential that we both helped define. The 'selling' is just a matter of fact then.



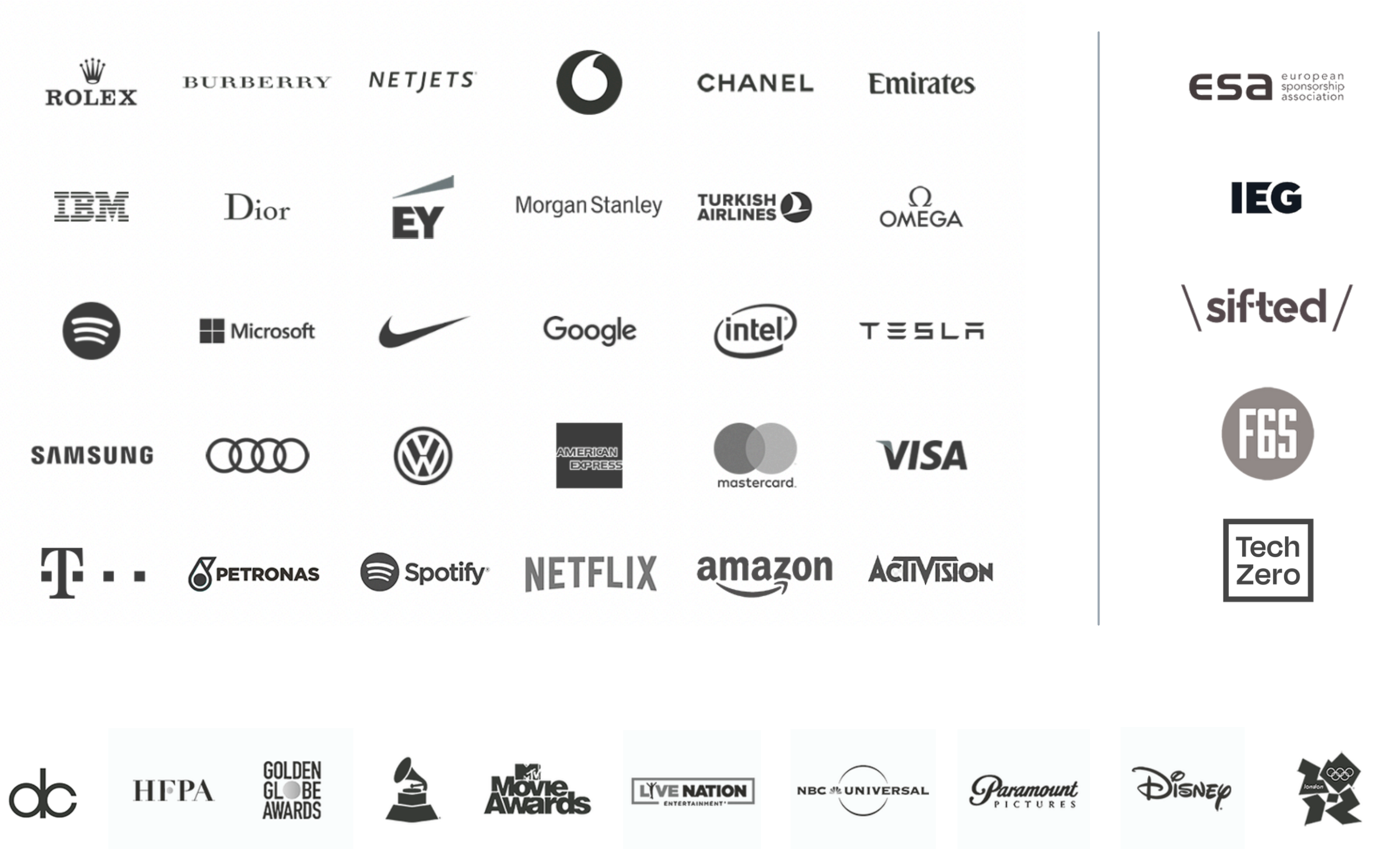
Brand Philosophy

The 'Why you should be doing it' takes precedence over 'What you should be doing.' Bear in mind concept is great, but execution is key.



We work with some of the world's top brands and their media and ad agencies, strategic partners, along with rights holders and properties.

As a brand partnership consultancy, our role is to identify and help develop the best opportunities to deliver against a brand's objectives.



Get in touch!

● Now let's start building something great.

Of all forms of marketing, partnerships are at the top in delivering engagement — the interactions that strengthen emotional investment in a brand. Retain us to show you how.

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www.interactivesponsor.com

