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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #5 |

# Logo, company name Description automatically generatedINVENTORY: digital & online advertising

Assuming your marketing group has created a branded website and social media accounts (and your PR group is maintaining consistent updates), advertising on this space may be just what one of your sponsorship prospects is looking for.  
  
Communicate to the prospect the various promotional methods you currently have in place to drive traffic to the site. If possible, track the number of hits the site has received as any potential business partner will want to have that information prior to making any kind of investment decision. You will want to capture as much user information as possible (name, e-mail address) with an "opt-in" feature that would allow for you to follow up with each visitor with information relating to your Sports Business Program events. Most template building programs like Wix, Weebly, WordPress etc. offer these features. Some domain host companies like GoDaddy also offer free website builders when you purchase your domain from them. In addition to your website (or websites), be sure to consider how you could leverage your social media accounts and/or any other digital platforms as opportunities for a sponsor to engage your fan base.  
  
There are a variety of ways to create these opportunities. Spend some time visiting the websites and social media accounts of your favorite sports teams. Where do you see advertisements? Which of these digital advertising opportunities might also provide a good fit for your program’s sponsors?

Examples could include:

* Banner ad
* Pop-up
* Sponsored content
* In-app features
* Social media ads or coupons
* Social media posts promoting an event at local businesses (post-game pizza party at a local restaurant)
* Drone delivery sponsored by…

**In the space below, list any digital advertising opportunities you might offer to potential sponsors of your program.**

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