MONETIZATION

Sponsorship & Deals

Complete sponsorship playbook for creators. Media kits, rate cards, contracts, negotiation, and long-term partnerships.

What a Sponsorship Deal Actually Is

A sponsorship deal is a media placement transaction. You sell audience access, content craft, and trust capital.

- Audience access reach and engagement targeting specific demographics
- Content craft production quality, storytelling, and platform expertise
- Trust capital niche authority that transfers to endorsed brands
- Level 1 product gifting and barter no cash exchanged
- Level 2 one-off flat fee deals single deliverable per transaction
- Level 3 recurring retainer partnerships predictable monthly income
- Level 4 strategic partnerships with revenue share and upside

Building Your Media Kit

- Audience demographics age, gender, location, device, interests
- Performance metrics engagement rate, avg views, watch time, open rates
- Content samples 3-5 best pieces with thumbnails and results
- Past partnerships logo wall with campaign descriptions and testimonials
- Rate card and packages 2-4 tiered options with clear deliverables
- Format static PDF for outreach plus web link for real-time updates

Rate Cards and Pricing Models

- Flat fee fixed payment per deliverable most common and predictable
- CPM-based rate per 1000 views aligns with brand awareness goals
- Performance CPA payment tied to conversions highest risk-reward
- Revenue share percentage of sales via affiliate link or code
- Hybrid base flat fee plus performance bonus at KPI thresholds
- Platform benchmarks YouTube $15-25 CPM, TikTok $10-14, Newsletter $25-65
- Usage rights add 25-60% the most commonly undervalued asset

Deal Structures for Every Stage

- One-off single deliverable minimal relationship 15-25% premium
- Retainer 3-6 month commitment 2-4 per month 10-15% discount vs one-off
- Ambassador exclusive category cross-platform coverage 25-50% premium
- Revenue share ongoing passive income requires tracking infrastructure
- Equity or token component warrants or allocations for early-stage
- Deal sequence brief negotiate contract create approve publish pay report

Contract Fundamentals

- Scope of work exact deliverables quantities platforms and deadlines
- Compensation 50% on signing 50% on approval late payment penalties
- Content approval submission deadline review window revision rounds
- Usage rights organic vs repost vs paid-media never perpetual without premium
- Exclusivity scoped narrowly to campaign category 30-90 days typical
- IP ownership creator retains copyright brand gets specific license
- FTC compliance clear ad disclosure not buried in tags or captions
- Termination for-cause notice period payment upon early exit

Outreach and Prospecting

- Tier A aspirational dream brands build relationship before pitching
- Tier B realistic mid-market brands active creator programs primary target
- Tier C immediate small DTC brands fast decisions direct founder access
- Email structure personalized subject value hook metrics clear ask
- Follow-up Day 3 Day 7 Day 14 then archive revisit in 90 days
- Brand fit audit do you use the product would your audience trust it

Negotiation Strategies

- Anchor high your first number sets the negotiation range
- Scope before discount reduce deliverables not your rate per piece
- Bundle for leverage package multiple content types at slight discount
- Usage rights as leverage separate line item to negotiate or trade
- Long-term carrot discounted first deal for multi-month commitment
- The trade negotiate for terms if they cannot meet your rate

Campaign Delivery and Professionalism

- Pre-pub checklist verify codes handles tracking links and approvals
- FTC compliance prominent ad verbal disclosure in video not buried
- Post-launch be available 24-48 hours monitor comments confirm with brand
- Scope creep protection defined revision rounds change orders for extra
- Brand kit alignment use correct brand assets and messaging guidelines

Reporting and ROI

- Executive summary restating goals and top 3 achieved results
- Performance metrics views impressions reach engagement rate CTR
- Conversion data clicks sign-ups sales promo code usage ROAS
- Attribution proof UTM parameters dashboards and affiliate reports
- Lessons and recommendations what to repeat adjust and next ideas

Building Long-Term Partnerships

- Convert one-offs to retainers with exceptional reporting and calendar
- Rate review every 6 months or when audience grows 25% or more
- Pipeline management Tier A active Tier B warm Tier C targets
- Consistent outreach 5 new outreaches per week even when booked
- Relationship maintenance quarterly check-ins stay top of mind

Resources & Links

Full playbook with updates: dablock.com/playbooks/sponsorship-deals

DaBlock Academy: skool.com/dablock-creators-8717

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