



BONLOU
CREATIVE

Sponsorship Strategy & Revenue Partnerships

**Strategic structure.
Meaningful partnerships.
Shared success.**



OVERVIEW

Our Approach

We build sponsorship programs that are:

- Strategically structured
- Revenue-focused
- Brand-aligned
- Relationship-driven

We don't just "sell packages."

We create scalable sponsorship systems.

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WHAT BONLOU HANDLES

- Revenue goal setting
 - Tier development & asset valuation
 - Sponsorship deck creation
 - Prospect targeting
 - Direct outreach & negotiation
 - Contract finalization
 - Sponsor handoff
- Optional: Activation consulting & renewals strategy

HYBRID PARTNERSHIP MODEL



We operate on a Hybrid Partnership Structure:

Monthly Strategic Retainer

Agreed upon by both parties based on scope.

Covers:

- Program build-out
- Deck creation
- Revenue mapping
- Prospect strategy
- Ongoing planning & communication

Performance-Based Commission

10%–20% on sponsorship revenue secured

Commission determined by:

- Level of involvement
- Program complexity
- Existing relationships

COMMISSION STRUCTURE



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WHY HYBRID WORKS



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Why Hybrid Works

A commission-only model doesn't account for strategy build time.

A retainer-only model doesn't reward performance.

Hybrid ensures:

- ✓ Foundational work is valued
- ✓ Revenue growth is incentivized
- ✓ Risk is shared
- ✓ Success is aligned

When you win, we win.

LET'S BUILD REVENUE TOGETHER

BonLou succeeds when you succeed.

We are invested in long-term partnerships — not one-time transactions.

WHY BONLOU



BONLOU
CREATIVE

- 25+ years in marketing & hospitality
- Strategic + creative mindset
- Relationship-first approach
- Proven ability to build aligned partnerships



CONTACT US

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