

Brand Partnerships Part 4:

Presenting your ideas to brands

Focus:

Now you know how to find and approach brands, it is important to know how to present and pitch your ideas. Both parties will need to be clear on what to expect, key deliverables and outcomes before moving forward. There are a variety of ways and formats in which you can present your ideas but the most important thing is to keep it clear, concise and straight to the point.

In this video I will talk you through the process of creating a winning brand proposal.

Common problems/mistakes:

- The right information is often not included;
- The proposal is not clear and concise enough;
- The presentation of the proposal is an afterthought.

Why is it important:

- Enables you to get buy-in from your potential partners wider team;
- The quality of the proposal can make or break an opportunity;
- Ensures expectations are managed appropriately.

Screen share:

- Brand Partnership Proposal Creation process.

Template/checklist:

- Brand Partnership Proposal Template.

Tips for success:

- Do not rush the creation process;
- Stick to key facts and figures that you can evidence if asked;
- Keep it simple!

Task:

Create your brand partnership proposal using the template provided.