



THE 10 QUESTIONS THAT CLOSE SPONSORSHIP DEALS

THESE ARE THE EXACT QUESTIONS I'VE USED LAND SIX- AND SEVEN-FIGURE BRAND PARTNERSHIPS WITH C LIKE SAMSUNG & COCA-COLA



INTRODUCTION

Most event producers are brilliant at curating unforgettable experiences, but when it comes to turning warm relationships into revenue, too many fall short.

That's where I come in.

I'm a TEDx speaker, media strategist, and founder of the award-winning agency 180 South, ranked #13 on the Inc. 500 list. I've helped creators and producers close over \$2B in brand deals with global giants like Samsung, Montblanc, Piaget and Universal.

My secret?

High-leverage conversations that spark partnerships, not promises. In this guide, Kyle shares the exact 10 questions that have opened doors, unlocked budgets, and closed the kinds of sponsorships most producers only dream of.

Use these questions to:

- Lead smarter conversations
- Build stronger brand relationships
- Craft undeniable brand offers

Let's dive in.



I'VE HELPED PRODUCERS SECURE DEALS WITH



MONTBLANC



PIAGET



THE 10 SPONSORSHIP QUESTIONS THAT CLOSE DEALS

1 WHO IS YOUR TARGET AUDIENCE?

→ WHY THIS MATTERS:

This question uncovers exactly who the brand wants to reach. But don't stop at demographics. Dig deep; get into psychographics, values, and behavior.

The more aligned you are with their ideal customer, the more irresistible your offer becomes.

2 WHAT ARE YOUR SALES GOALS FOR THE NEXT 12 MONTHS?

→ WHY THIS MATTERS:

Every brand cares about revenue, and timing is everything. Knowing their exact goals allows you to tailor your offer as a vehicle to help them hit those numbers. Your proposal is a growth strategy, not a cost.

This shows you're not just selling exposure, you're driving real results.

3 CAN YOU WALK ME THROUGH A PAST CAMPAIGN? WHAT WORKED, AND WHAT DIDN'T?

→ WHY THIS MATTERS:

This gives you insight into their internal priorities and red flags. You'll find out what to emphasize (or avoid) when pitching them, and possibly learn what not to repeat. Most importantly, it helps you position yourself as a solution to past frustrations.



4 HOW DO YOU USUALLY APPROACH PARTNERSHIPS?

→ WHY THIS MATTERS:

Some brands treat partnerships like ad buys. Others treat them like joint ventures. This question tells you how strategic (or transactional) their mindset is, so you can adjust your pitch accordingly.

Understanding their past approach helps you raise the bar on what's possible.

5 CURIOUS, WHY DO YOU TREAT PARTNERSHIPS DIFFERENTLY THAN OTHER MARKETING CHANNELS?

→ WHY THIS MATTERS:

This opens the door to reframing. Brands often overlook how powerful partnership marketing can be. This question prompts self-reflection and lets you position your offer as the missing piece in their strategy.

It also plants the seed that investment in your partnership should be synergistic to their existing marketing spend, lowering buyer defense.

6 WHAT MAKES A PARTNERSHIP PACKAGE FEEL 'WORTH IT' TO YOU?

→ WHY THIS MATTERS:

Every brand has its own decision-making filter. Some value reach, while others want content rights, lead gen, or thought leadership. Asking this helps you prioritize what to include and emphasize in your offer.

This is your cheat code to building a proposal they say yes to faster.



7 HOW DO YOU MEASURE THE SUCCESS OF A PARTNERSHIP?

→ WHY THIS MATTERS:

You'll learn what KPIs really matter to them, clicks, conversions, PR hits, engagement, revenue, sentiment, etc. Once you know this, your job is to show exactly how you'll hit (or exceed) those benchmarks.

Speak to their metrics, and your value becomes impossible to ignore.

8 CAN YOU TELL ME ABOUT YOUR BEST OR WORST SPONSORSHIP EXPERIENCE?

→ WHY THIS MATTERS:

This is where objections reveal themselves. Learn what they loved, hated, or regret, and use that knowledge to shape a better experience with you. It also gives you a frame of reference for what not to do.

It's like reading their buyer psychology before they even realize it.

9 IF WE COULD DELIVER WHAT YOU NEED, WHAT KIND OF BUDGET WOULD YOU ALLOCATE FOR THAT?

→ WHY THIS MATTERS:

Don't pitch in the dark. This question frames your offer as an investment tied to outcomes, not just another line item.

Getting them to name a number first gives you the advantage in negotiations because it reveals hidden priorities, anchors & expectations.



10

WHEN WOULD BE A GOOD TIME TO CO-CREATE A PROPOSAL TOGETHER?

→ WHY THIS MATTERS:

This changes the dynamic from “pitching at them” to “building with them.” It’s collaborative, consultative, and moves you one step closer to the close.

People support what they help build, so let them feel like a co-creator, not just a buyer. And It’s always best to set the pace. Book your next meeting.

NOW WHAT?

If you use these 10 questions correctly, you’ll do more than just sound professional, you’ll start positioning yourself as a partner worth betting on.

These questions are designed as a conversational approach to uncover what brands actually need, so you can deliver value that sells itself.

The truth is: most event producers never get past “We’ll circle back.”

You will.

If implemented with intention, these questions will become your new deal-closing script. You’ll walk into every conversation knowing what to ask, how to listen, and what to propose.

If you want to go faster, and with support from someone who’s landed over \$2bn worth of sponsorships, scroll on to see how you can work with me.

