

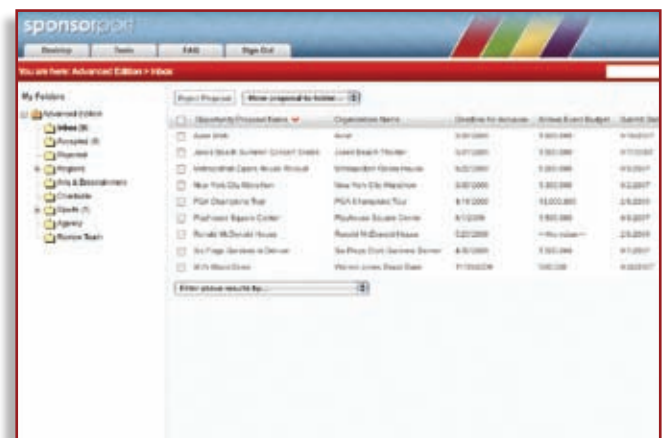


## SponsorPort 4.0 Standard Edition

A Sponsorship Platform That Works The Way You Do.

SponsorPort 4.0 Standard Edition is designed to deliver efficient, cost-saving productivity enhancements to sponsorship opportunity analysis and management.

Leveraging over a decade of experience with Fortune 500 companies, SponsorPort 4.0 delivers deep industry knowledge in an easy-to-use interface. Designed to help you identify and execute on the best sponsorship opportunities available, our platform is built around three fundamental concepts – efficiency, utility and functionality.



*SponsorPort's intuitive interface makes managing your sponsorship opportunities time- and cost-efficient.*

## Efficiency How A Single Template Creates More Value.

The cornerstone of SponsorPort 4.0 is our single, meticulously designed submitter's questionnaire that captures the critical information you need to make informed decisions. Research shows that introducing multiple questionnaires into an evaluative process confuses side-by-side comparisons of opportunities. By creating one, well-designed submitter's questionnaire, SponsorPort 4.0 captures all of the relevant information and you benefit from increased efficiency and improved comparative accuracy.

## Utility SponsorPort Is Designed To Work The Way People Work.

**Submission Acceptance/Rejection Filtering & Emailing** automatically accepts and sorts incoming proposals. Rejected submitters are notified through a polite and professional, automated outbound email. Accepted proposals are routed to a designated folder for review.

**Folder Notification System** sends an automated notification when a new opportunity arrives.

**Collaborative Tools** allow you to route interesting sponsorship opportunities internally via email or to create PDFs for easy output and presentation.

**Proposal Editing and Commenting** allows you to make changes or add notes to a proposal that other people in your company can review to understand the status of that opportunity.

**Global Finder** allows you to instantly retrieve information on the system. It works by searching the proposal and its comments field allowing you to create your own shorthand referencing system.

**An Internal Submission Tool** allows employees in your company to add opportunities to the system. This is useful in porting over existing submissions from an older platform or for adding opportunities acquired through other channels.

**Concise Administrative Reporting** allows you to see ongoing folder and user activity, such as the number of submitted proposals (by day, week, month or year) and the status of those proposals in the system.

## Functionality A Complete Array of Tools to Manage Your Opportunities.

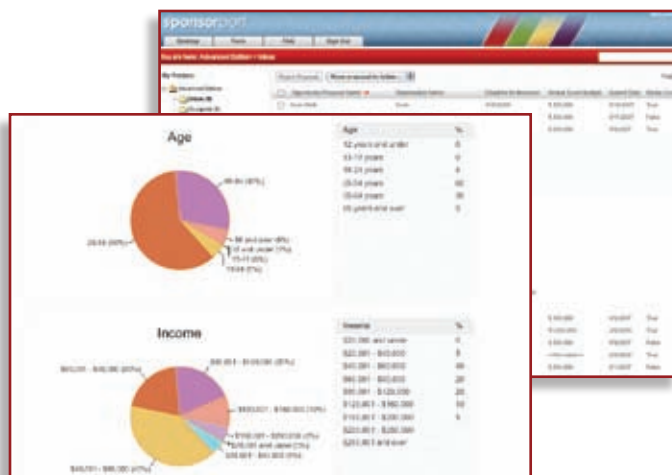
**Efficient Proposal Submission** through an intuitive interface that facilitates awareness of sponsorship opportunities without burdening your administrative personnel.

**A Custom Branded Portal** for submitters creates brand continuity by featuring your logo and brand colors in a visually integrated online experience.

**Customizable Sorting** or quick visual organization of opportunities based on variables you select, such as submission date, budget or proposal type.

**Our Simple Scoring** feature lets you determine, at-a-glance, which opportunities best meet the needs you define through easy-to-use drop-down selectors.

**FAQs and Customer Support Portal** alleviate administrative burden by offering submitters easy access to frequently asked questions, as well as direct access to technical support.



*Charts and tables make analyzing and comparing your sponsorship opportunities easy.*

## Efficiency, Utility, Functionality... And Proven ROI.

Businesses integrating SponsorPort have historically demonstrated a return on their investment within three to eight months of adoption. For more information on SponsorPort 4.0 contact Andrew Stein at 914-729-7231 or email [astein@sponsordirect.com](mailto:astein@sponsordirect.com)

**A platform as customizable as you need it to be.** SponsorPort 4.0 was created as a flexible platform to allow for customization of anything from an individual function to a full ground-up customized build. Our team of sponsorship experts and software developers can customize any functional aspect of the platform including evaluation, activation, measurement and ticket requests to provide exactly what you need.

**SponsorPort 4.0 Standard Edition Delivers a Turnkey, Cost-Effective Way to Evaluate and Manage Sponsorship Opportunities.**

For more information on SponsorPort 4.0 contact Andrew Stein at 914-729-7231 or email [astein@sponsordirect.com](mailto:astein@sponsordirect.com)

See a demo at [www.sponsordirect.com](http://www.sponsordirect.com)