

Leader's Assistant - Sponsor Agreement Website Professional Sport Franchises

The Business Need:

Professional sport franchises sell sponsorships, including inventory of signage, promotional events and print, TV and radio advertising to sponsors/partners.

Sponsors sign an Agreement containing a number of contractual elements that must be fulfilled by the marketing or the sponsorship services department of the franchise. Many franchises have hundreds of sponsors with agreements to manage and track.

Sponsors or their agencies must provide creative assets, including images and graphics, typically in .jpg, Photoshop and Illustrator format. These creative assets must be properly organized and processed in a timely manner by the franchise's sponsorship support staff to meet promotion deadlines. The sport franchise often provides images and video clips to the sponsor demonstrating that contract elements have been fulfilled. Some of these images and video clips must be restricted to only the sponsor's viewing because of player picture distribution restrictions.

Franchises must provide an "affidavit" proving the fulfillment of the Sponsor Agreement and its elements. Typically, a "Wrap-up Book" is created annually for most sponsors, taking a great deal of time and manual effort. To help reduce the cost of this effort and provide timely Agreement fulfillment and visibility to sponsors, franchises have a need for a website or "portal".

This website or portal should allow a sponsor to:

- View Agreement and fulfillment information at any time via the web.
- See the current status of any and all Agreement elements.
- Easily upload graphic and image files to provide creative assets to franchise sponsorship services.
- Report and prioritize issues and problems on an on-going basis.
- Display documents, photos and video clips that prove the fulfillment of Agreement elements.

This website should allow the Agreement Manager and the Sponsorship department to:

- Easily create an Agreement plan with milestones and instructions to fulfill deal elements.
- Assign resources to complete elements and events on schedule.
- Upload images, photos and video clips to demonstrate that deal elements are complete.
- Prioritize issues and action items, and assign them to resources to resolve.
- Do a better day-to-day job of managing Agreements and ensuring their timely completion. Each participant should know what to do and when.
- Facilitate better communication between the internal Agreement team and the sponsor.

The Solution:

ByNet Software meets this business need with the Leader's Assistant Sponsor Agreement Website for professional sports franchises. It is a cost effective solution to:

- ✓ Better manage agreements with sponsors.
- ✓ Fulfill elements of the agreement on a timely basis.
- ✓ Provide increased visibility to the sponsor / partner.
- ✓ Reduce or eliminate the effort of creating "Wrap-up Books".
- ✓ Improve accountability & transparency helping to achieve success.

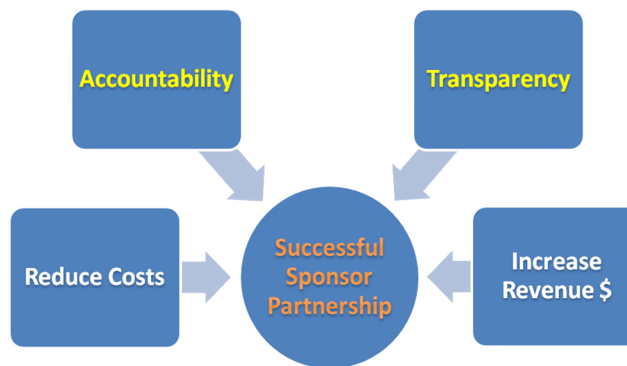
The Sponsor Agreement Website is built on the proven framework of the Leader's Assistant web-based software product. The standard features of the Website are described in Exhibits A and B. ByNet Software offers additional support services, including:

- a. Modifications to the standard product to meet specific functional requirements of the franchise.
- b. Hosting of the website, application, database and files.
- c. Training and Support of franchise staff during implementation and on-going.

Product Benefits:

A few of the key benefits of implementing the Sponsor Agreement Website are:

- ✓ Provides an effective plan for delivering an Agreement with milestones to measure progress and stay on schedule.
- ✓ Improves communication among participants and follow-up on critical issues/action items.
- ✓ Increases manager and group productivity when "juggling" multiple Agreements with many elements, issues and events.
- ✓ Allows for well defined responsibilities making staff more accountable.
- ✓ Shares knowledge among team members improving their efficiency and reducing costs.
- ✓ Keeps the sponsor updated on delivery progress, improving the business relationship.



More Information:

To learn more or arrange a demonstration of how the Sponsor Agreement Website can help your organization develop more successful sponsor partnerships, please contact your sales person, email LSales@LeadersAssistant.com or call 949.632.8906.

Exhibit A: Leader's Assistant - Sponsor Agreement Website Features













 My Agreements	 My Community
<ul style="list-style-type: none"> ✓ Plan, Schedule & Track Agreements & Projects 	<ul style="list-style-type: none"> ✓ Build a Community of Sponsors and Business Associates
 Manage deal Elements including Planned Start & End Dates and Resources	<ul style="list-style-type: none"> ✓ Create Your Own Unique Groups of Website Members
 Manage Issues and action items. Update Priority & track Resolution. Automatic Emails sent when Sponsor creates Issue	<ul style="list-style-type: none"> ✓ Invite/Assign Community Members to Participate in Agreements, Deal Elements, Issues & Meetings/Events
 Plan & Schedule Meetings and Events. Email Invitations	<ul style="list-style-type: none"> ✓ Create "Other Resources" (i.e. vendors, equipment, room, practice field)
<ul style="list-style-type: none"> ✓ Create/Access QuickStart Templates to Standardize Agreements 	<ul style="list-style-type: none"> ✓ Lists Agreements where You & Your Community Participate Together
 Upload & Share Files over the Web between Sponsors and Franchise Team	<ul style="list-style-type: none"> ✓ Download Community Members to Microsoft Outlook via CSV File
<ul style="list-style-type: none"> ✓ Share links to other Web Sites containing Photos, Videos & other information 	<ul style="list-style-type: none"> ✓ Website Administrator can Centrally Maintain Logins & Community Groups
<ul style="list-style-type: none"> ✓ Upload Deal Elements from CRM or other External Systems 	<ul style="list-style-type: none"> ✓ Different Views of Agreement for Team and for Sponsor/Vendor/Agent
 My Profile	 My To Do's
<ul style="list-style-type: none"> ✓ Share Your Information Only with Website Members You Approve 	<ul style="list-style-type: none"> ✓ View a Daily To Do List of Personal Action Items for Your Success.
<ul style="list-style-type: none"> ✓ Send Meeting and Event Alerts to Your Cell Phone or PDA 	<ul style="list-style-type: none"> ✓ To Do List includes: <ol style="list-style-type: none"> 1. Meetings & Events to Attend 2. Elements & Issues to Complete 3.  Status Indicators 4. Follow-up Items such as: <ul style="list-style-type: none">  No Team Member Response  Element Assignment Needed
<ul style="list-style-type: none"> ✓ Auto Adjusts for Your Time Zone 	
<ul style="list-style-type: none"> ✓ Member Types: Team, Sponsor, Vendor, Agent 	
<ul style="list-style-type: none"> ✓ Alerts You on Changes to Your Profile 	
 My Calendar & Activity Calendar	Other Important Features
<ul style="list-style-type: none"> ✓ View Personal Calendar by Date 	<ul style="list-style-type: none"> ✓ Content Management included
<ul style="list-style-type: none"> ✓ View Calendar for an Agreement 	<ul style="list-style-type: none"> ✓ Control Team Assignments, Information Security, Email & Alerts by Agreement
<ul style="list-style-type: none"> ✓ Display Agreement Timeline (Gantt) 	
<ul style="list-style-type: none"> ✓ Download Meeting/Event Schedule via CSV File. Import into tools such as Microsoft Outlook. 	<ul style="list-style-type: none"> ✓ Download Agreement, Elements, Issues & Assigned Resources via CSV File. Import into Microsoft Excel.

Exhibit B: Sample Agreement Summary Page

Tuesday, Sep 29, 2009

My To Do List

My Agreements

My Community

My Calendar

My Profile

ACTIVE AGREEMENTS

- ◆ Acomp 2009 Volume A
- ◆ Southwest 2009 Agree
- ◆ The Times 2009 Agree

Manage Resources

Add Task

Add Meeting/Event

Add Issue

AGREEMENT MENU

- ◆ Agreement Summary
- ◆ Settings
- ◆ Team
- ◆ Elements
- ◆ Meetings & Events
- ◆ Issues
- ◆ Files & Links
- ◆ Agreement Calendar
- ◆ Upload Elements
- ◆ Download Agreement
- ◆ Publish QuickStart

Agreement Summary SETTINGS

Agreement - Southwest 2009 Agreement

Southwest sponsor agreement for the 2009 season. Has the following terms: ● - ATTENTION

Start Date: 03/01/2009

Due Date: 11/01/2009

Status: Active

Client Id 1296302

Client Name Southwest

DealSheet Id 115045

Contract Id 819839

Deal Id 819053

Team MANAGE TEAM

Team Members Scott Shulga, John Smith, Janet Webster

Other Resources [Graphics Designer](#), [Stadium Parking Lot #3](#)

Elements ADD NEW ELEMENT

View: [Active](#) | [Completed](#) | [All](#)

Done	Element	Status	Start	Due
<input type="checkbox"/>	Individual Tickets- Comp	● Past Due	09/11/2009	09/11/2009
<input type="checkbox"/>	Promotion In-Game: Italian Heritage Night	● Planned	10/02/2009	10/02/2009
<input type="checkbox"/>	Scoreboard Billboard - Perm	● On Time	04/01/2009	10/31/2009

[UPDATE TASKS](#)

Meetings & Events ADD NEW EVENT

View: [Scheduled](#) | [Dismissed](#) | [All](#)

Dismiss	Name	Description	StartDate	StartTime	EndTime
<input type="checkbox"/>	Agreement status meeting	Meeting Agenda: 1. Discuss current ad status. 2. Discuss open issues.	09/30/2009	09:00 AM	10:00 AM

[DISMISS EVENTS](#)

Open Issues ADD NEW ISSUE

Resolved	Issue	Priority	Open	Due
<input type="checkbox"/>	I need more people to help.	● High	08/17/2009	08/31/2009
<input type="checkbox"/>	New Ad copy has not been received yet.	● High	09/09/2009	09/11/2009

[UPDATE ISSUES](#)

[View All Issues](#)

Files & Web Links

Files:

Name	Description	Size (k)	Select
2009 Southwest Agreement.doc	Master 2009 Southwest Agreement	25.5	<input type="checkbox"/>

[Upload File](#)
[Delete Selected Files](#)

Links:

URL	Description	Select
www.SouthwestBiz.com	Home page for Southwest businesses.	<input type="checkbox"/>

[Add Web Link](#)
[Delete Selected Links](#)

Key points of Sponsor Agreement summarized

Data can be interfaced from CRM or other systems

Team includes internal staff, sponsor and external resources. Agreement Manager displayed in RED

Agreement Elements listed and tracked by status, start date and due date

Meetings and Events tracked. Alert sent as text message to cell phone/PDA

Issues and Action Items prioritized and managed

Documents, files, images, video clips uploaded & shared with team and sponsor

Links to view websites and streaming video or audio