



Events.com Sponsor Genius Bar
Supported by SSL



Turn sponsorship frustration into sponsorship revenue

Sponsor Genius Bar is your unfair advantage: just **real tools**, **real strategy**, and **real support** to help you close your first sponsor or chase your next big one, without all the guesswork.

Organizers Who Trust Us



SAN DIEGO
INTERNATIONAL
FILM FESTIVAL



Sponsor Genius Bar is your shortcut to landing amazing sponsors.

It's **part course**, **part coaching**, and **part community**, designed for event organizers who want more clarity, more confidence, and more revenue.

We give you the tools, strategies, and expert support to actually sell sponsorships... not just learn about them.

This course is for you if you're . . .

- ✔ Struggling to figure out where to start with sponsorship
- ✔ Unsure how to price, package, or pitch your assets
- ✔ Looking for real feedback and a clear plan that actually works
- ✔ Tired of landing small deals when you want bigger ones
- ✔ Stuck using last year's tools and tactics
- ✔ Ready to stop winging event sponsorship and start winning it

What you'll get inside: *Everything you need to actually land high-value sponsors faster.*

LEARN + APPLY

7 On-Demand Course Modules

Bite-sized, actionable lessons to build your sponsorship game

Group Coaching Calls

Get feedback, share wins, and troubleshoot at bi-weekly live calls

24/7 Virtual Lounge

Your always-on hub for peer support, resources, and networking

PLAN + EXECUTE

Plug-and-Play Tools & Templates

Valuation calculators, email scripts, pitch decks, and more

Events.com Sponsor Platform

Unlock streamlined CRM, asset tracking, and sponsor prospecting

1:1 Strategy Sessions

Private coaching to accelerate your biggest unique opportunities

The 7-module roadmap to sponsorship success

- 1 Mission to momentum:** Set goals, map gaps, define your mission
- 2 Audience advantage:** Define your audience in a sponsor-friendly way
- 3 The sponsorship treasure chest:** Identify, price, and package your sponsorship assets with meaning
- 4 Building your prospect database:** Actually build and qualify a sponsor lead pipeline
- 5 The sales toolkit:** Get the decks, emails, and scripts that actually convert
- 6 Running your campaign:** Get to work and start reaching out with support
- 7 Delivering results:** Learn how to handle objections, pitch meetings, and close the deal



Meet your expert coaches

Your guides aren't just coaches—they're high-performing operators who've closed deals with the world's biggest brands and helped countless organizers like you raise real sponsorship revenue.



Maria L.
Perez

A veteran in sponsorship and cause marketing, Maria has secured major brand deals for Sesame Street, JetBlue, and IndyCar. She's known for helping organizations build powerful partnerships that drive both mission and revenue.

Clients include

- NHTSA
- Sesame Street
- Miracle Flights
- Anheuser-Busch



Walter
Willett

Founder of WW Consulting, Walter has brokered millions in event sponsorships for global clients like Warner Bros, Deutsche Messe, and major international festivals—bringing 30+ years of hands-on, high-stakes sales expertise to the table.

Clients include

- Warner Bros Discovery
- Capital Exhibition Centre
- Deutsche Messe
- CANSEC

Your 24/7 live peer-to-peer community

Your central hub for learning, support, and real-time collaboration. Open all day, every day, so you're never stuck wondering what to do next on your sponsorship journey.



Watch learning
modules



Join coaching
sessions



Access expert tools
+ templates



Chat with peers live
+ swap strategies



Book private 1:1
strategy calls

All your learning, coaching, and community support—under one roof.



Why Sponsor Genius Bar works

Sponsor Genius Bar is not just theory or templates. It's a program built to deliver measurable impact from day one.

Full year of support

Most courses disappear after weeks. We give a full year of ongoing coaching, support, and feedback.

Proprietary tools & templates

Access exclusive valuation calculators, sponsor pitch decks, outreach templates, and more.

Real coaches, real closers

Your coaches aren't just course creators, they're sponsorship pros with decades of success.

Proven track record

Trusted by brands and organizers like Warner Brothers, Toyota, and FedEx.

Built-in Events.com ecosystem

Get plugged into a powerful network of event professionals, partners, and tools.

180-day results guarantee

Land quality sponsors in 6 months, or your money back

Choose Your Level of Coaching

Starter

\$0 | Forever

First module unlocked

Access to 24/7 virtual lounge

Podcast archive & newsletter

Optional 1:1 calls (\$500/hr)

Growth

~~\$3,999 | Year~~

\$1,999 | Year

Everything in Free, plus:

Full 7-module course

Weekly peer work group sessions

Access to all Mastery coaching call recordings

Optional 1:1 calls (\$500/hr)

Mastery

~~\$6,999 | Year~~

\$3,999 | Year

Everything in Growth, plus:

Group coaching calls

4 x 1:1 coaching calls

Valuation calculator + tutorial + certified sponsor rate cards

Events.com Sponsors subscription
15% off Events.com products

Your sponsors are waiting. Let's go get them.

Get the expert support, tools, and strategy you need to turn your next sponsor pitch into a signed deal.

Join Sponsor Genius Bar

