



Events.com Sponsor Genius Bar
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Tired of the sponsor struggle? **Let's fix that**

The immersive coaching experience that turns sponsorship frustration into real revenue.

Are you struggling to get more Sponsorship Revenue?

Most event organizers are brilliant at running events.



30%–40%

of event revenue comes
from sponsorships

But when it comes to sponsorship, they're stuck guessing and unable to close sponsor deals.

Sound familiar?

-  You don't know how to find the right sponsors
-  You've sent pitch decks that go nowhere
-  You're struggling to define what makes your event valuable
-  You're unsure how to price your sponsorship assets
-  You sent our proposals, but aren't closing sponsor leads



What is Sponsor Genius Bar?

Sponsor Genius Bar is a community program built to help event organizers land more (and better) sponsors.

You'll learn how to:

- 🏆 Identify your true sponsor value
- 💰 Price and package your assets
- 💻 Pitch with confidence
- 🔄 Build repeatable systems that drive consistent revenue

For organizers ready to stop winging it and start winning it.



Tired of expensive courses with little support? So were we.

Most courses give you theory, templates, and a Slack group that dies in a week. We built something better.

What Others Give You

- ✗ Stacks of outdated theory and templates
- ✗ No follow-up, no real support
- ✗ One-off wins (if you're lucky)
- ✗ No community support to share struggles and tip
- ✗ Courses built by creators (not closers)

What Sponsor Genius Bar Delivers

- ✓ Expert coaching and practical tools that work
- ✓ Live support + community for a year
- ✓ System to land quality sponsors on repeat
- ✓ Latest processes + tools to land more sponsors
- ✓ Over 100+ years of sponsorship experience



Learn from experienced sponsorship sales practitioners

Together, they've helped organizers secure \$87.6M in sponsorships—and now they're ready to help you do the same.



Maria L.
Perez

- 30+ years sponsorship experience
- Engineered multi-million dollar campaigns via IndyCar partnerships with major automotive and beverage brands
- Consistently exceeds fundraising targets through repeatable partnership systems across nonprofits and Fortune 500s
- Known for practical, results-driven coaching

Clients include:



Learn from experienced sponsorship sales practitioners

From first-time organizers to six-figure pros, they've helped events of every size win more sponsor deals.



Walter
Willett

- 30+ years event sponsorship experience
- Brokered millions in sponsorship and exhibit sales across 30+ years serving global events, trade associations, and Fortune 500 brands
- Built repeatable sales systems generating 8-figure revenue for media conglomerates, international sporting events, and venue naming rights deals

Clients include:



Deutsche Messe



Brands we have worked with



DIAGEO

HYATT



Jiant
HARD
TEA



Bloom



BORED &
THIRSTY



LAELIA
TEQUILA

eufora
est. 1997



The Finnish
LONG
DRINK
Legend of 1952



Club
KOKOMO
Spirits



VOLO



Walkabout



EAROS

Built to close sponsors, backed by organizers

Sponsor Genius Bar doesn't just teach sponsorship. It helps you win it.



"Through multiple calls I had the confidence and foundation to reach out to sponsors I was previously afraid to tackle, and they responded positively."

- *Chez Bey*



"Thanks to this collaboration, we saw a surge in sponsor interest, increased visibility and stronger community engagement."

- *Adriane Vaughan*



"There's nothing worse than paying for a service and it not being enjoyable, but this was some money really well spent."

- *William Lippold*



"Working with Maria has been a game-changer for our sponsorship strategy. We refined our offer, defined our ideal profile, and streamlined our outreach."

- *Sharon Kunz*



What you'll learn inside Sponsor Genius Bar



You're never doing this alone

Most courses drop you after the last module. Sponsor Genius Bar is built to support you long after the lessons end.



You'll have:

-  1:1 Strategy Sessions for personalized guidance
-  Group coaching calls to brainstorm and troubleshoot
-  Peer-only study sessions to share wins and swap strategies
-  Ready to use templates, calculators & playbooks



Exclusive access to tools and templates that drive revenue

Get the proven, plug-and-play tools to help you value assets, pitch sponsors, and scale results.

What's Included:

Sponsorship Valuation Calculator

Know exactly what your assets are worth

Proposal + Pitch Deck Templates

Winning frameworks for confident pitches

Email Scripts + Outreach Sequences

Stop guessing what to say; use our templates

Events.com Sponsor

All-in-one tool to close & track more deals

Test-drive the tools that set us apart.

Try our free **Lite Valuation Calculator** — price your sponsorship assets in seconds.

No spreadsheets, no guesswork.

[Unlock Free Access](#)

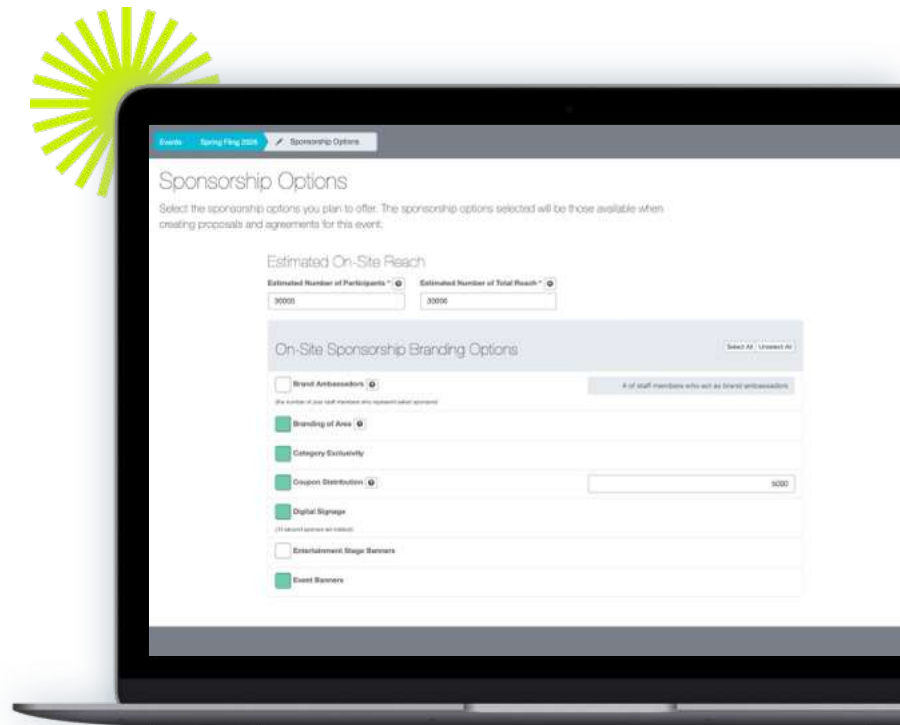


Price your assets with confidence

Know your worth and show it clearly to sponsors.

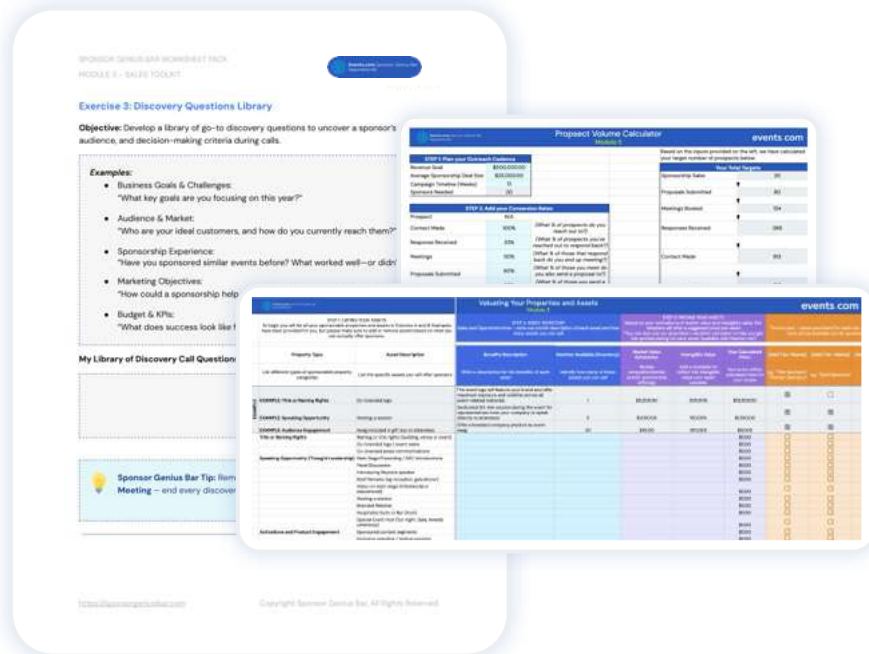
Our proprietary valuation calculator helps you price every sponsorship asset with clarity.

-  Price your assets accurately and competitively
-  Package assets with logic and clarity in minutes
-  Back up your rates with data to maximize your value
-  Instantly adjust based on inventory or deliverables
-  Show sponsors exactly what they're getting



Everything you need to pitch like a pro (templates, playbooks, samples, and more)

Steal the tools we use to close real sponsorship deals



Get instant access to a full vault of practical tools:

-  Sponsorship proposal template
-  Customizable pitch deck slides
-  Outreach planners
-  Value proposition builders
-  Deal closing checklists
-  Sample KPI dashboards
-  AI Prompts for prospecting & outreach

... and more!

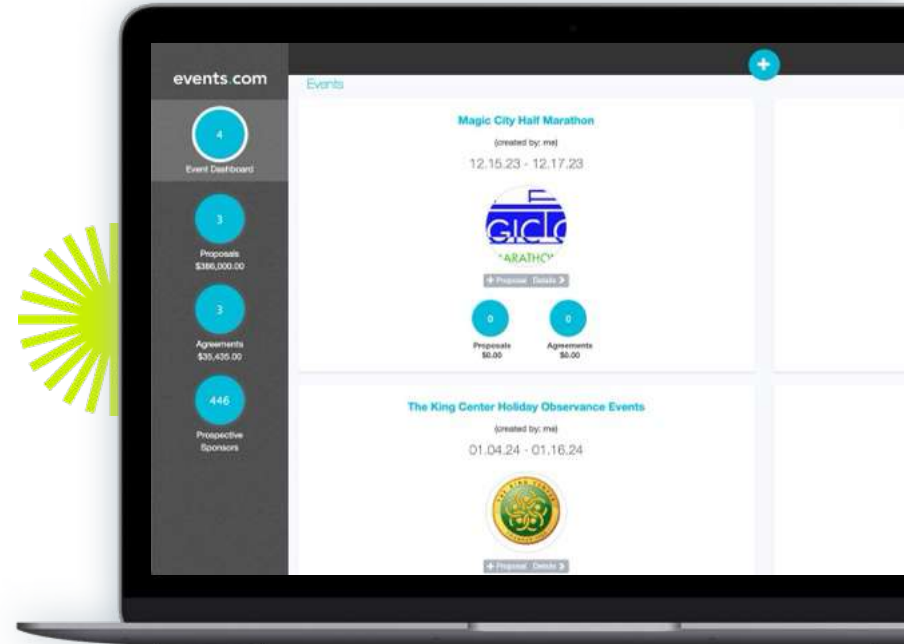


Your all-in-one sponsorship CRM — Free for 1 year

Sponsor Genius Bar includes 12 months of full access to Events.com Sponsor (total value: \$1,999)*

A premium CRM built for event organizers:

-  Track leads, proposals, and signed deals
-  Collaborate with your team in real time
-  Create proposals and emails
-  Manage deliverables and sponsor fulfillment
-  Monitor ROI and engagement metrics
-  Keep assets, emails, and notes all in one place



Events.com is available with select plans

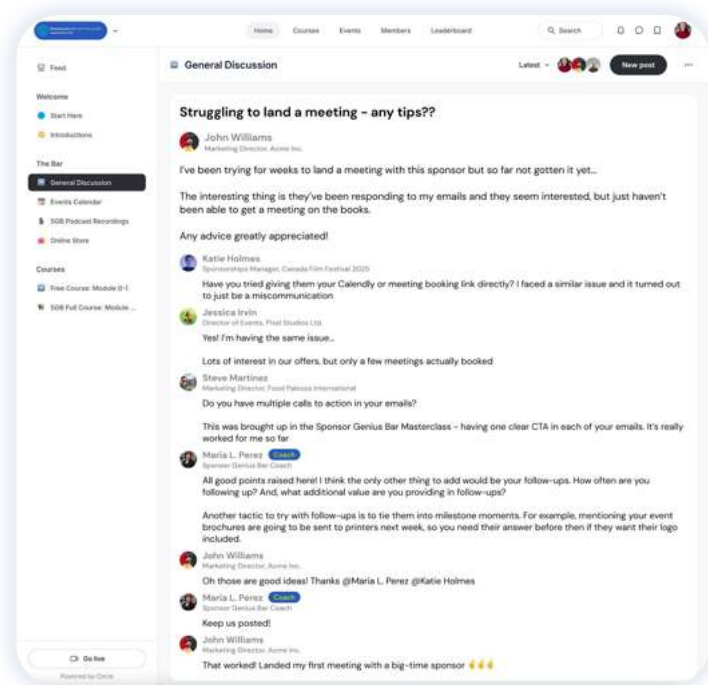
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events.com

Your central hub for all things Sponsor Genius

Everything you need, all in one place. The community space is your dashboard for learning, support, and connection.



What you'll find inside:

-  Watch modules anytime, at your own pace
-  Access all downloadable templates + tools
-  Book your 1:1 and group coaching calls
-  Engage in an active community forum
-  Unlock exclusive Sponsor Genius perks

Your 24/7 video networking for live sponsorship conversations

More than a Zoom call — it's your always-open space to connect, collaborate, and get unstuck fast.

Inside the lounge, you can:

-  Join spontaneous peer discussions
-  Connect with organizers who “get it”
-  Attend coaching and workgroup calls
-  Work through challenges in real time with support
-  Build relationships that actually last



Special offer right now at 50%+ discount

Flexible plans for wherever you are in your sponsorship journey

Starter

\$0 | Forever

Modules 0 to 1 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

Get 75 sponsor leads (phone + email)

Money-back guarantee





Events.com Sponsor Genius Bar
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Ready to land better sponsors?

Join the coaching program built for event organizers who are done guessing and ready to start closing.

[Join Sponsor Genius Bar Masterclass](#)

Not sure if it's the right fit?

[> Book a free consultation call](#)

