

# Creator sponsorship plan

## Creator Sponsorship Plan

### 1. Sponsorship goals

- Revenue target: [Monthly or quarterly target]
- Ideal sponsors: [Categories and example brands]
- Content boundaries: [Products or claims I will not promote]
- Audience promise: [What I protect for my audience]

### 2. Inventory

- Available content formats: [Integrations, dedicated videos, Shorts, newsletter, livestreams]
- Monthly sponsor slots: [Number]
- Best-performing topics: [Topics]
- Seasonal opportunities: [Launches, events, buying seasons]

### 3. Audience proof

- Platform: [Platform]
- Audience size: [Subscribers / followers]
- Average views or impressions: [Metric]
- Audience description: [Who watches]
- Strongest proof links: [Links]

### 4. Package strategy

- Starter package: [Deliverables and price]
- Core package: [Deliverables and price]
- Premium package: [Deliverables and price]
- Add-ons: [Usage rights, whitelisting, extra posts, newsletter]

### 5. Prospecting list

- Brand category: [Category]
- Target brands: [Names]
- Contact source: [Website, LinkedIn, Sponsorship.so, agency]
- Priority: [High / medium / low]

### 6. Outreach workflow

- Pitch email: [Template link]
- Follow-up 1: [Timing]
- Follow-up 2: [Timing]
- Proposal trigger: [When I send a proposal]
- Contract trigger: [When pricing is accepted]

### 7. Production workflow

- Brief review process: [Checklist]



- Approval policy: [What sponsors can review]
- Draft dates: [Timeline]
- Publishing rules: [Disclosure, pinned links, tracking]

## **8. Reporting and renewals**

- Report sent: [Days after publish]
- Metrics included: [Views, clicks, comments, saves, conversions]
- Renewal ask: [Next campaign idea]
- Sponsor notes: [What worked, what to improve]

