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Mr. Speice

Independent Study & Mentorship

15 February 2019

Kickstarting the Partnership Proposal

Assessment 15 - Mentor Visit

Mentor: Aaron Kastner

Profession: Manager, Corporate Partnership Marketing

Location: Tri Tip Grill 6775 Cowboys Way #1305, Frisco, TX 75034

Date: February 6th, 2019

Time: 12:00 PM

Assessment

With a visit intended to develop more assets to provide for Mr. Kevin Thompson's Interactive Sports Group, the brainstorming session was very successful. We were able to develop a wide variety of ideas, and while some require the clearance of Frisco ISD and Reedy administration, this visit provided a great foundation for the beginning stretch of the product and partnership proposal. So essentially prior to working directly on the proposal the first step is essentially to schedule a meeting with the Reedy High School admin in hopes of gaining clearing to leverage certain assets. These could include, tickets or sideline passes to Reedy Football games, field usage, signage, or maybe even access to Frisco ISD as a consumer. Looking more long-term I believe that if ISG were able to get in touch with the Frisco ISD athletic director it

would aid greatly in ISG's ultimate goal of selling their products and getting them into leagues. This essentially is my surface level analysis of brand objectives, which is essentially the biggest factor that leads to partnerships. With the guidance of Mr. Kastner this skill is subject to improve especially moving forward with the partnership proposal.

While looking to analyze on a deeper level assets to provide to Mr. Thompson's ISG, multiple ideas came up. As previously stated, some of these ideas require the approval of Frisco ISD and Reedy High School admin, therefore prior to the start of the partnership proposal the first step is to contact and schedule a meeting in order to find what is available to leverage. Essentially this meeting will also require analytical and partnership skills as I anticipate the need for persuasion to let the Admin allow me to leverage certain things. This means an incorporation of the past research detailing how to pitch, which also means this meeting could serve as a practice for the actual pitch to ISG. With this first step in mind, another necessity for the success of this meeting is the presentational skills that have been developed throughout ISM.

The highlight of the mentor visit, and also the foundational piece that allows me to begin my partnership proposal is the example partnership proposals provided by Mr. Kastner. To see real proposals and the way things are worded, portrayed, and formatted served as a great model for my proposal. As we discussed the content of each proposal, one key topic that was discussed was the importance of the budget. Essentially breaking even is measured by how much is spent in the budget, which ultimately determines the success of a business. This information is essentially the most important thing going forward as in the vastness in business this idea can be the main goal for any subsection of business. Additionally this goes back to my interview with Ms. Olberding as she informed how when event planning, monitoring success is an essential

task. Therefore while the ultimate goal is to get kids outdoors and to kickstart the marketing efforts of ISG, the business goal is to break even, and monitoring the retail sales and other revenue sources will be a key factor regarding Catches for Cubs.

In summary, the guidance of Mr. Kastner has aided in kick starting the process for the final product. Through clarifying the first step and providing real partnership proposals I now have a thorough idea of what exactly needs to be done. This then allows for better planning which should ultimately lead to a higher chance of success. Going forward, there needs to be a thorough analysis of what more can be done or provided for ISG in order to secure a partnership. Also, obviously there needs to be a meeting with Frisco ISD and Reedy High School administration as previously mentioned. As this mentor visit was exciting to see the professional work, I anticipate additional excitement when the partnership proposal actually starts to piece together.