

# SportsMatch

## for CPG STARTUPS

ProInfluence is focused on helping CPG startups grow by showcasing them to key stakeholders: consumers, retailers, investors, and strategic partners. Our goal is to help generate brand awareness and encourage trial.

### The Situation

We believe in the power of sports marketing. Pro athletes, teams and events can deliver credibility to startup brands in a very short period of time. When matched with the right athlete, team or league, startups can generate substantial increases in their sales volumes and distribution opportunities while their fundraising efforts often becomes less difficult.

The key to productive sports partnerships is finding the correct partner. Finding the right athlete, team, or league, that's authentically interested in building a mutually beneficial partnership, and avoid those who are only looking for another check to cash.

### The Solution: SportsMatch

SportsMatch is built to help CPG startups connect to and form partnerships with pro athletes who are genuinely interested in their products. We also help emerging brands identify and collaborate with the right people at pro teams to generate positive ROI opportunities, without paying the big sponsorship fees that the big brands pay.

### How SportsMatch Works

**Step 1.** A SportsMatch assignment begins with a discussion to be sure ProInfluence clearly understands the goals of each client.

**Step 2.** ProInfluence makes a recommendation to the client on professional teams and athletes that would best align with the client's goals.

**Step 3.** ProInfluence taps its network to establish contact with the appropriate representatives of the targeted professional teams or athletes.

**Step 4.** After screening the targets, ProInfluence schedules and introductory meeting between the client and pro team/player representatives.

**Step 5.** Once it's determined that an authentic, mutually beneficial partnership can be built, deal terms are negotiated and finalized.



## SportsMatch Case Study



Here is an overview of an assignment with **Strideline** socks:

**Goal:** **Strideline's** goal was to work with a local Seattle Seahawks player, who authentically liked their socks, to design an exclusive sock design to help increase online sales and excite local retail partners.

**Process:** After researching the Seahawks roster, ProInfluence recommended a short-list of Seahawks players who best aligned with the Strideline mission. Doug Baldwin, former All-Pro receiver, set himself apart from the other candidates based on his authentic response after sending him a sample pair of Stanford socks, his alma mater.



**Results:** The socks sold out and local retail partners Nordstrom, Champs and Bartell Drugs each ran promotions to help drive in-store traffic. The partnership between Baldwin and Strideline continued beyond the custom sock campaign, including a Thanksgiving sock-drive for the underprivileged, hosted by Baldwin and supported Strideline.

## Startups we've worked with

Some other consumer-focused startups we've worked to help with sports partnerships are:



## Testimonial

Here is a recent recommendation on LinkedIn:

"Steve helped drive business development in the early days of Tally and was absolutely an incredible partner for us! Great relationships, phenomenal word ethic, and a keen understanding of the sports business landscape. He was much more than a business development partner – he was a strategic thought partner for us, and I would bring him on board again in a second!"



— Jason LeeKeenan  
Nike Seattle

Additional recommendations on [LinkedIn](#) and [ProInfluence](#) websites.



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