



GenAI Powered Tool for Sponsor Identification and Outreach Mail Generation



Case Study



Background & Challenges

A professional American football team faced challenges in identifying and evaluating sponsorship opportunities using traditional methods. Manual research across multiple sources made the process time-consuming, fragmented, and resource-intensive, increasing the risk of overlooking emerging brands and requiring significant SME involvement.



Objectives

To streamline sponsor discovery and evaluation through AI-driven research that provides a comprehensive view of sponsor portfolios and enables personalized outreach at scale.



Approach

- **AI-Driven Research:** Identified potential sponsors using sponsorship saturation, financial growth, geography, leadership contacts, and brand relevance criteria.
- **Multi-Source Evaluation:** Leveraged SponsorUnited, Vision Insights, and web search data to assess sponsorship history, financial health, audience demographics, and strategic fit.
- **Automated Outreach:** Generated personalized outreach emails using AI-powered insights and prospect intelligence.



Process Flow

- **AI-Enabled Industry Identifier:** Identified relevant sponsors and validated opportunities using structured research criteria.
- **Prospect Score Grid:** Scored prospects across sponsorship history, audience fit, financial indicators, and competitive relevance.
- **Prospect Evaluation:** Assessed brand potential through sponsorship footprint, demographics, campaign activity, and strategic alignment.
- **Outreach Email Generator:** Created tailored outreach emails using prospect-specific insights and recommendations.



Business Benefits

- Improved visibility into high-potential sponsorship opportunities.
- Increased prospecting efficiency through AI-driven research.
- Expanded sponsor coverage and reduced the risk of missed opportunities.
- Enabled deeper, data-backed sponsor evaluations.

Key Results

5x faster sponsor selection.

Reduced evaluation time from **2.5 hours to 30 minutes.**

Achieved **80% lower** prospecting bandwidth.

Increased weekly prospecting capacity by **8x.**

Expanded coverage from **10 to ~80 companies per week per person.**



About Straive

At Straive, we operationalize Data Analytics and AI for global enterprises and work with several Fortune 500 companies. We don't just build top-tier data analytics and AI solutions— we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts client revenue, setting you apart from the competition.

Straive serves clients in various industries, including Banking and Financial Services, GCC, Retail and CPG, Media, Sports and Entertainment, EdTech, Science and Research, Logistics and Supply Chain, Education, and Pharmaceutical and Life Sciences.

Our strategically positioned resource pool operates in ten countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, UAE, and Canada.

