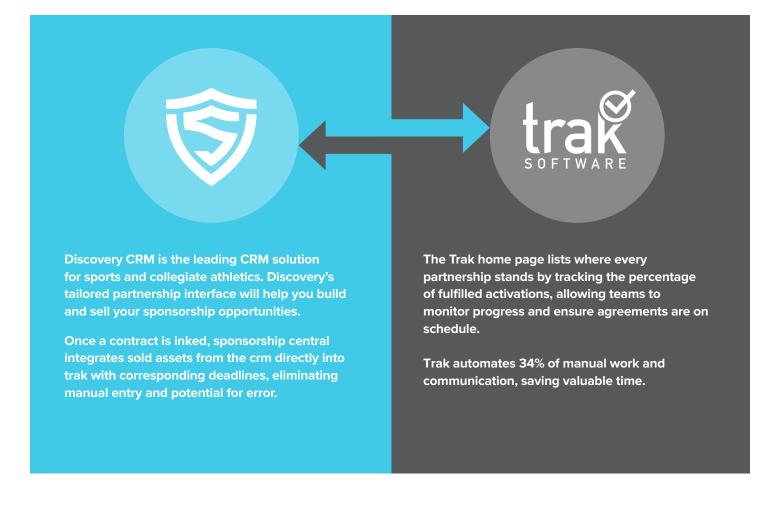# SSB SPONSORSHIP CENTRAL

GROW AND MANAGE YOUR SPONSORSHIPS TODAY WITH THE ONLY END-TO-END SPONSORSHIP MANAGEMENT SOLUTION AVAILABLE NOW

POWERED BY SSB + TRAK

Bringing together two products in the sponsorship industry with 25 years of combined experience and trusted by collegiate and pro sports organizations across the country, Sponsorship Central delivers full transparency with a platform driven by ROI through two industry-leading solutions: SSB's Discovery CRM and fulfillment software from Trak.

MANAGING SPONSORSHIPS HAS NEVER BEEN SO EASY.

Discovery CRM is the leading CRM solution for sports and collegiate athletics. Discovery's tailored partnership interface will help you build and sell your sponsorship opportunities.

Once a contract is inked, sponsorship central integrates sold assets from the crm directly into trak with corresponding deadlines, eliminating manual entry and potential for error.

The Trak home page lists where every partnership stands by tracking the percentage of fulfilled activations, allowing teams to monitor progress and ensure agreements are on schedule.

Trak automates 34% of manual work and communication, saving valuable time.

INTEGRATE SALES & ACTIVATION

Oftentimes, sales and activation fulfilment live in disparate worlds. Brands looking for ROI data are forced to wait until the end of the season. Properties lose countless staff hours to the labor-heavy task of collecting figures and documentation for presentations. Sponsorship Central eliminates the inefficiencies, allowing teams to focus on maximizing revenue and furthering partnerships. Work smarter and harder.

DRIVE REVENUE. OFFER FULL TRANSPARENCY.

Lift the curtain behind the activation fulfilment process giving teams, brands and agencies peace of mind. Deliver activation updates and fulfillment reports in just minutes with a simple click of a button. Sponsors have never been so informed and activation tracking and reporting has never been so easy. It's full transparency with a platform driven by ROI.

Contact us for a free demo today.
ssb-sales@ssbinfo.com

CONNECT YOUR CORE SPONSORSHIP TEAMS TODAY

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