Find Perfect Sponsors for Your Event Audience with Sponsor Demographics on SponsorPitch

SponsorPitch launches sponsor demographics to help match sponsors with events by deep audience attributes

NEW YORK (PRWEB) April 30, 2019 -- SponsorPitch, an NYC-based real-time recommendation engine for sponsorship, is excited to announce the launch of sponsor demographics to help sponsorship sellers find the most appropriate sponsors for any audience and to help sponsors better understand their own audience and the sponsorship opportunities with highest relevance to their customers.

“When pitching potential partners, we use several different tools, including SponsorPitch, to help with prospecting, says C.J. Simmons, Senior Manager, Corporate Partnership Analytics at Monumental Sports and Entertainment. "Our goal in using data is to see how our fans and their demographics and habits align with a potential partner’s mission."

Demographic data will be used to filter sponsors at SponsorPitch.com/sponsors, display unique demographics insights on over 10,000 sponsor pages, in sponsorship category reports and to improve SponsorPitch's algorithmic sponsor recommendations on proposals. Sponsors can be filtered by gender, age, income, ethnicity, location and interests.

“This is the latest iteration of SponsorPitch's commitment to add groundbreaking features that connect the most appropriate sponsors and opportunities from our ecosystem of over 20,000 companies through real-time data,” says Kris Mathis, CEO of SponsorPitch. “In conjunction with searching for sponsors by sponsorship spend, locations and category; the new availability of sponsor demographic data across our platform will take targeting to a whole new level ultimately saving time and producing better performing partnerships."

"Finding areas where we can synergize the goals between the two companies allows the partnership to flourish," says Simmons. "The usage of data is prominent at Monumental by providing credence to our decision-making process especially as it relates to corporate partnerships."

Sponsor demographics are currently available to SponsorPitch's Professional and Enterprise-level users.

ABOUT SPONSORPITCH

SponsorPitch.com is a real-time online recommendation engine for sponsorship that uses predictive intelligence and analytics to help over 70,000 members find the right partners faster. Powered by the world’s largest searchable, real-time sponsorship deal database and used by many of the biggest names in sports and entertainment, the online platform helps professionals find, manage and measure marketing partnerships at a fraction of the time and cost of traditional methods through an innovative, industry-leading feature set that includes search and filtering, in-depth company sponsorship profiles, proposals, reports, recommendations, exports, an API and much more. SponsorPitch is headquartered in New York City. For additional information, please visit SponsorPitch.com.
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