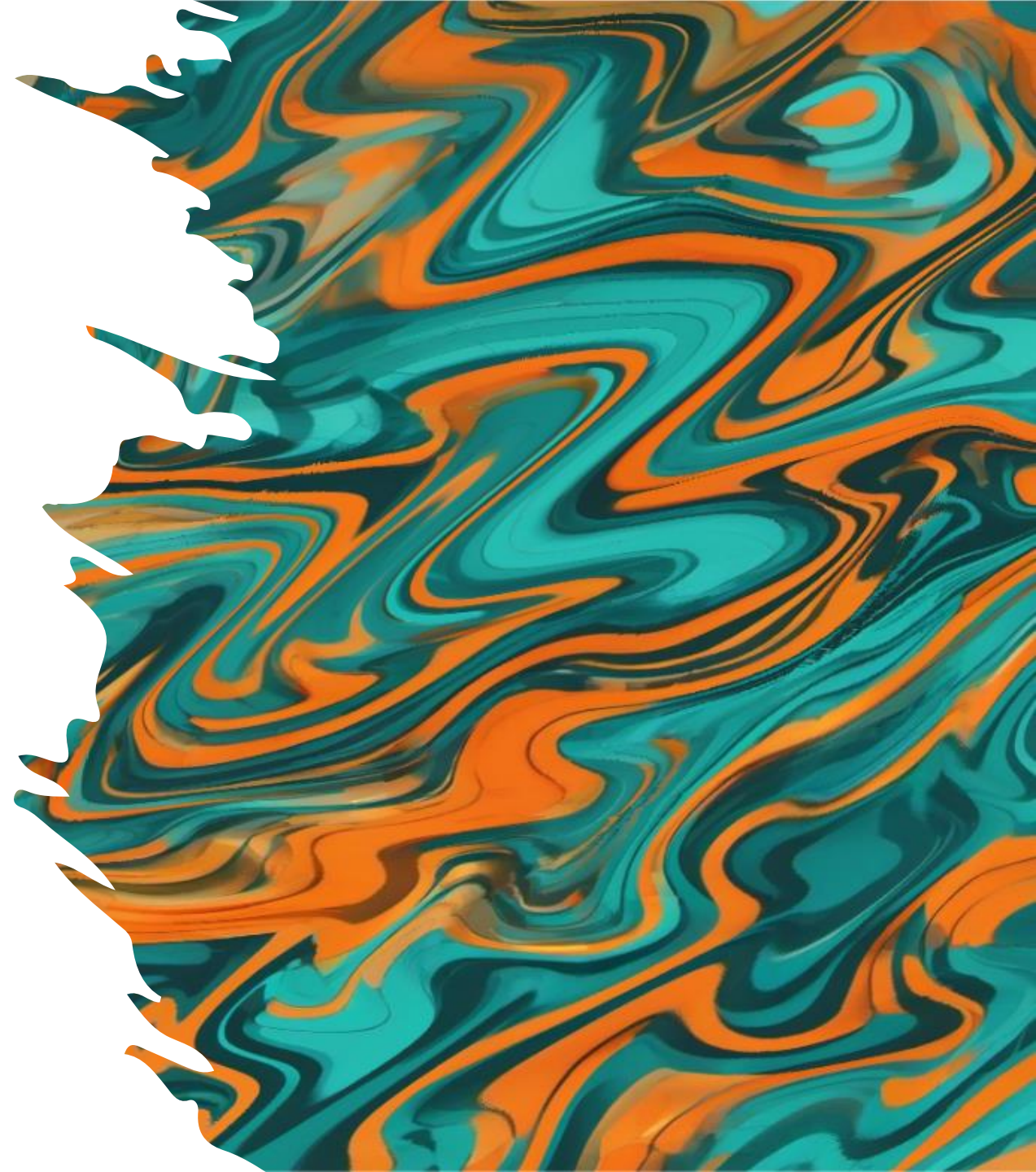


**BETTER CRAFTED BUSINESS**



**FROM NEIGHBORHOOD TO NBA**  
**CRAFTING MORE MEANINGFUL PARTNERSHIPS**

Presented By Rob Day





# INTRODUCTION

## *Who Am I?*

*Rob Day is the founder of **Better Crafted Business** and on a mission to help small businesses compete better. He is a graduate of the University of Southern California and spent 17 years in professional marketing and sales roles. Seven of those years were spent in craft beer for two of New England's largest breweries. He is a member of the BA PRM Committee; a CBC Speaker; and a Kraft Kulture Mentor.*

*Outside of work, Rob is an enthusiastic cook and seeker of all great food and drink - especially on travels. He loves exploring small towns as much as exotic places. Rob spends time on small crafty projects as well as larger home improvements. You might find him out chasing live music or at home hosting a party of 20 just because it's Saturday. He seeks to get the most out of every day.*



# LEARNING OBJECTIVES

- Identify meaningful partnerships for your brewery
- Structure expectations and sponsorship deals
- Think holistically about the partnership to maximize effectiveness
- Infuse community and giving back into your partnerships
- Promote your partnerships properly
- Evaluate the success of each partnership

**DANCE?**



# IDENTIFYING PARTNERSHIPS

WHERE TO BEGIN

# BEGIN BY LOOKING WITHIN

## Run this Mental Checklist Exercise

What are our values

Who is our current audience

What do we want to get out of a partnership

Do we have the bandwidth for a partnership

How well can you work with the people on the other side

Why would anyone besides the partners involved care



# NOW YOU ARE PREPARED TO EVALUATE POTENTIAL PARTNERS

## Evaluation Process

- Ask the partner the same set of questions or at least try to get this from researching
- Line up those answers along with your own
- Honestly evaluate the potential match
  - 100% Aligned? – Go Forth!
  - Aligned on your most important aspects? – Go Forth!
  - Misaligned values or goals? – Be OK saying no
  - Somewhere in between? – ask an honest friend.



# WHAT CAN THIS LOOK LIKE?

1

## A SIMPLE COLLAB



This could be as simple as a phone call or in person meeting and handshake

2

## A COMMUNITY ORGANIZATION



Deserves a little more detail documented. You need to share the community with them for a longer time and it will have more impact

3

## A SPORTS TEAM /CELEBRITY



Go all in with exhausting conversations and working up a contract. This will have major, lasting impact on your brand and financial consequences



# THINK ABOUT YOUR CUSTOMERS

## What will they get out of this partnership?

Does this offer you the chance to deepen your brand's relationship with your core audience and earn more loyalty?

Are you introducing your brand to a new audience?

Is this something that can '*stop the scroll*'? Does it have a WOW impact?

Consider being proactive and defining the goals – then going to get the partner.

Be **BOLD** and Creative.

Don't feel like the big names or ideas are out of reach.

## WHAT ELSE SHOULD YOU CONSIDER



# THE PARTNER PERSPECTIVE

## What is a partner looking for?

Brand fit

Value alignment

Capacity to execute

Value add to our brand

Enthusiasm for the project

# **STRUCTURING EXPECTATIONS AND SPONSORSHIPS**

**DETAILS DETAILS DETAILS**



# WHAT DOES STRUCTURE LOOK LIKE

## Scale the Structure to Match the Partnership

A phone call to run through the basics

An in-person conversation and handshake

A Letter of Intent (LOI)

A 30+ Page Contract

# TOP 9 CRITICAL CONSIDERATIONS

1

WHAT IS THE  
SCOPE OF WORK?



2

WHO IS INVOLVED /  
IN CHARGE?



3

WHAT DOES THE  
TIMELINE LOOK LIKE?



# TOP 9 CRITICAL CONSIDERATIONS

4

WHO IS RESPONSIBLE  
FOR WHAT?



5

ARE THERE COSTS?  
WHO'S COVERING?



6

WHAT DOES SUCCESS  
LOOK LIKE?



# TOP 9 CRITICAL CONSIDERATIONS

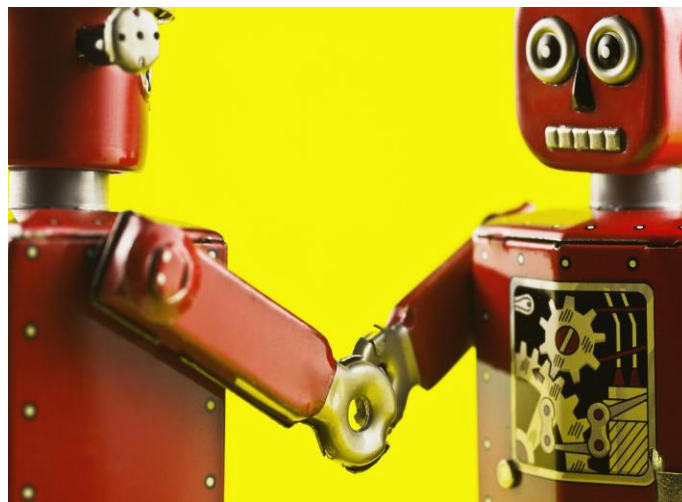
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WHO OWNS WHAT AND FOR HOW LONG?



8

WHAT ARE YOUR MUTUAL ASSURANCES?



9

WHAT IS THE PERMISSION FOR BRAND USE?





## **THE PARTNER PERSPECTIVE**

### **What is your Potential Partner thinking through this Deal Structuring?**

Can I trust this brand to execute?

Are they professional and organized enough to succeed?

Do I understand everything they are going to expect from me during this deal?

# THINKING HOLISTICALLY ABOUT PARTNERSHIPS

WE'RE IN IT NOW – MAKE IT COUNT

# SEE THE FOREST FOR THE TREES

Step back for a second, consider the bigger picture of maximizing this partnership.

Let's consider all our stakeholders in this new partnership.

Try the following mental exercise to get yourself thinking in the right frame.



## Incentives For Performance?

Are you doing a collab?

### **TRY THIS**

Think about creating a contest for your taproom staff.

The staff member who gets the most customers to sign up to hear about the release details gets to go to the partner brewery release party.



## How do I get my distributor involved?

Working with a musician?

### **TRY THIS**

Host a happy hour at one of their shows and invite the distro team to come together immersed in the partnership.

## How do I use my taproom space?

### TRY THIS

Can you add a unique event attached to the theme of the partnership? For example, if you're working with the local history society you can do a history themed trivia night

Have you used your space to communicate the new partnership? Use posters, table tents, staff, A Frames, etc.

## **What does this partnership look like at retail?**

### **TRY THIS**

Is there a personality involved? Can that person's likeness be on posters or cardboard standees?

Better yet, can that person attend events?

## **THE PARTNER PERSPECTIVE**

Believe it or not, we don't have all the answers up front either - **Finding new and meaningful ways to activate is key.**

We're flexible to an extent to try new things.

We move on to the next thing like you do and appreciate the iteration process.

# **INFUSING COMMUNITY AND GIVING BACK**

**DON'T STOP NOW – BRING IN THE  
COMMUNITY**



## **Craft is Unique in our Connection to Community – Don't Lose that**

Community is our secret weapon as an industry, can you bake in a donation or awareness campaign to one of your existing communities?

## **GIVING BACK**

What unique thing can this partnership bring to that community?

Flip it – how can you contribute to one of your partner's communities?

## **THE PARTNER PERSPECTIVE**

Even at the highest levels – community is the key to our success for most partners

We ask our partners for support throughout the year for events and fundraisers

When partners raise their hand to participate it helps strengthen our relationship

# PROMOTE THE PARTNERSHIP

OF COURSE! BUT HOW?

**You're going to do this naturally,  
but here are some things  
to consider to ensure  
Successful Promotion:**

## **PROMOTION**



Your front line is a powerful tool in getting info shared fast.  
Are you keeping this a surprise until a certain date?  
Communicate that.  
Get everyone as excited the same way you are.

# INTERNAL COMM





Still the most effective tool you can use – You own the audience.

Great space for longer form and linking out details.

If you don't have this, go start next week.

# **EMAIL NEWSLETTER**



# **SOCIAL MEDIA**

## **Customize the messages to each platform that you use**

**Facebook:** Tags, Co-Hosts, Event, Medium to long form, etc.

**Instagram:** Use the collab post feature with your partner, special hashtags, compelling reels or photos – quick hits

**TikTok:** Show the personality of the partnership

Mind the rules / laws

# PRESS

Talk to the local press or regional press – you don't have to be a PR professional to have a handful of relationships

Issue a press release – google the standard formats, and be respectful of what you're putting in the release

Try the new [Members News Section on the BA Website](#)

Ask yourself if *your* big news is *their* big news and how this contribution helps them

This came up in thinking holistically, but it bears mentioning again.

The guests in your space are your most loyal fans – make sure you share the big news with them and invite them into the partnership.

# YOUR TAPROOM



## **THE PARTNER PERSPECTIVE**

Partners benefit from your promotion as well

We have our means to promote and that will usually be laid out up front.

Don't be afraid to ask for something creative



# EVALUATING SUCCESS

HOW'D IT GO?

# **SIMPLE RETURN ON INVESTMENT (ROI) APPROACH**

## **Example:** Clothing/Merch Partnership

**Stats Needed:**

- Merch Sales Before
- Merch Sales After
- Total Cost of Partnership

**Formula:**

$(\text{Sales After}) - (\text{Sales Before}) / \text{Cost}$   
[Incremental Sales or lift]

**What Is Success:**

Break Even? Profit?

# **SIMPLE RETURN ON INVESTMENT (ROI) APPROACH**

## **Example:** Influencers

**Stats Needed:** Cost to do Business  
Number of Impressions

**Formula:** CPMI is the metric  
 $\text{Total Cost} / (\text{Impressions} / 1000) = \text{CPMI}$

**What Is Success:**  
Widely Variable - but you should compare it to your alternatives

**OTHER  
METRICS OF  
SUCCESS?**

NEW ACCOUNTS OPENED

NEW VISITORS TO THE TAPROOM

FOLLOWERS GAINED ON SOCIAL MEDIA

EMAIL ADDRESSES ACQUIRED

SOMETHING ELSE IMPORTANT TO YOU

Have we achieved our goals set forth in the original agreement and our internal goals?

Are we reporting and recapping regularly to adjust accordingly?

Was the partnership a value add?

Did we stay within the bandwidth boundaries we set out?

Success can be a moving target and both sides need to understand that and work together for the best outcome.

## **THE PARTNER PERSPECTIVE**





# THANK YOU!

## ROB DAY

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