FREE FIELD GUIDE

Sponsor Rate Reality Check

A five-step worksheet for setting a defensible sponsorship range—without copying a generic rate card.

SYSTEM PROMISE

A clear operating path from rate to renewal—without inventing the process again for every sponsor.

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01 / WHAT IS ACTUALLY FOR SALE

Start with the placement

Price one defined unit before creating a menu.

Field	Your answer
Format and position	[e.g., 60-second host-read mid-roll / primary newsletter slot]
Quantity	[number of placements]
Run window	[dates or episode/issue range]
Creator work	[standard read / custom concept / editing / revisions]
Evidence	[links, captures, platform metrics, report timing]
Rights / exclusivity	[none or specific terms]

REALITY CHECK

If the scope uses words like ‘support,’ ‘exposure,’ or ‘promotion’ without quantities and positions, it is not ready to price.

02 / REACH WITH CONTEXT

Anchor the media value

Use a consistent, qualified reach estimate and an outside benchmark range.

BASE MEDIA VALUE = qualified reach ÷ 1,000 × reference CPM

Example only: 8,000 qualified impressions ÷ 1,000 × $30 = $240 base media value.

Input	Use	Do not use
Qualified reach	Consistent platform, window, and audience definition	Best-ever lifetime number
Reference CPM	A current source and comparable format	A random creator screenshot
Audience fit	Specific relevance supported by evidence	An unmeasured ‘engaged community’ claim

BENCHMARK CONTEXT

Current public guides often show broad ranges. Your format, audience, rights, labor, scarcity, and proof still determine the actual direct package fee.

03 / WHAT CPM MISSES

Add the work and constraints

Component	Amount / rule
Base media value	$[reach ÷ 1,000 × reference CPM]
Production fee	$[script/read/design/edit/custom work]
Proof and reporting	$[included or fixed effort]
Scarcity / prime inventory	[0–__% or fixed fee with reason]
Category exclusivity	$[opportunity cost for exact term/category]
Usage rights	$[separate reviewed license]
Rush / complexity	$[only when real]

- Floor: the lowest fee that still protects the work and opportunity cost.
- Target: the normal quote for the standard package.
- Premium: the fee for real scarcity, complexity, or added rights.

04 / FIVE QUESTIONS

Test the quote

1. Can I show exactly how the placement, work, proof, and rights create the fee?
2. Would I be comfortable delivering this scope if the sponsor never renews?
3. Does the fee change for a real reason—not because the buyer asked first?
4. Can the inventory be fulfilled without double-selling or harming the audience?
5. Are outcomes outside my control described as goals, not guarantees?

QUOTE SENTENCE

For [objective/period], I recommend [exact placement package] with [evidence] for $[target fee]. The next available window is [date], and the quote is valid through [real date].

05 / USE THE RANGE

Decide what happens next

A rate range is useful only when it guides a clean decision.

Buyer asks	Your move
Lower total	Remove or reduce a named deliverable
More proof	Define the evidence and effort; price if beyond standard
Exclusivity	Define category, term, territory, and opportunity cost
Performance guarantee	Guarantee delivery/proof only; clarify attribution access
Rush	Confirm feasibility and add a real rush rule

Ready to turn this into a working rate, inventory, pipeline, campaign, and renewal system? The Sponsorbench Direct Sponsor System includes the editable deal workbook, operating playbook, pitch and fulfillment templates, media-kit deck, and AI prompt pack.

NEXT STEP

Visit Sponsorbench for the full system. Educational materials only; no revenue or sponsorship outcome is guaranteed.