Attendee to sponsor intelligence

Service offer brief | Proposed quick-win sprint | Updated 30 October 2026

This offer helps B2B event organizers and sponsorship-led communities find commercial opportunities in audiences they already own. It connects registrant or member information to a sponsor qualification model and a responsible commercial owner.

Positioning: Turn one event's registrations into a reviewed shortlist of sponsor-fit companies, with evidence and a commercial owner for each next action.

Headline: Your next sponsor may already be registered for your event.

Entry CTA: Review one event's sponsor-sourcing workflow with Hamid.

First workflow

The entry sprint produces sponsor-fit companies from attendee employers, checked against existing sponsors, opportunities, category restrictions and inventory. An attendee is not automatically a sponsorship buyer. Audience-evidence decks, community or newsletter segments and additional event cycles are separately scoped.

Proposed quick-win package

Included	Proposed boundary
Delivery	A 10-working-day build sprint after the readiness check. Confirm the completion date and review points before kickoff.
Population	One event and up to 500 registration records across historical replay and the initial intake test. Group candidate sponsor accounts by company.
Connections	One registration source, one CRM or existing commercial record system and one task destination. Verify access and connection methods first.
Review	One agreed sample, one consolidated refinement round and one documented release or keep-the-baseline decision.
Observation	One agreed sponsorship sales window after release; record its end date in the scope. The client operates observation unless ongoing support is contracted.

These are proposed package limits confirmed after reviewing access, data quality and the receiving owner's capacity. Missing access or changed requirements require a revised scope and date. Additional records, integrations, variants and review rounds are scoped separately.

Buyer and qualification

The buyer is an event-company COO, sponsorship sales leader or commercial director, supported by event marketing and operations. Useful triggers include an approaching sponsorship sales window, growing registrations, a new event or an audience database whose commercial value is poorly understood.

A suitable client has an owned audience, defined sponsorship inventory, a clear sponsor value proposition, enough time left in the sales cycle and an accessible registration or membership system. The potential sponsorship economics must support the implementation effort.

Do not treat every attendee as a sponsor buyer. An attendee may work for a potential sponsor but lack budget or purchasing responsibility. Qualify out organizations with no sponsorship product, no authorized access to audience information or no commercial owner able to act.

This is a separate event-organizer and sponsorship-community niche alongside Traffic Architect's primary B2B SaaS and recruitment work. The buyer needs defined sponsorship inventory, an owned audience and time left in the sales window.

Before kickoff, provide registration data, sponsor criteria and available inventory, current sponsor and deal records, permitted data uses and a named commercial owner. Confirm that delivery leaves time to act before the sponsorship sales window closes.

How we work together and fees

Hamid leads design, build and testing in Clay and your existing stack. Your Sponsorship Sales and event operations subject experts supply business context, review examples and validate results; system owners provide access and support connections. Agree participation for each stage before kickoff. The CRM remains authoritative for its assigned commercial fields.

Quote a fixed service fee after the readiness check and before kickoff. The client provides and pays for all required software, licenses, workspaces and usage, including Clay and connected tools. Software costs and any media spend are separate from service fees.

The client owns the workspace, connected accounts, relevant code, configuration, evidence mappings and operating records. Include practical operator instructions. Optional Clay or practical training, ongoing operation, campaign sending, media buying and additional plays require an agreed scope.

The build includes the relevant slice of GTM Ontology: the client's structured business knowledge base of ICP, playbooks, messaging, relevant competitor context and win/loss lessons. This sprint captures sponsor criteria, category rules and reviewed commercial lessons. GTM Ontology is Traffic Architect's delivery approach, not a native Clay feature.

Acceptance checks

The sponsorship lead approves a company-level shortlist with evidence, status, ownership and next action. Test repeat registrations, an uncertain employer, an existing sponsor and a closed category. Multiple attendees at one company must not create duplicate opportunities. An operator can correct a rule, test it and restore the prior version. No minimum shortlist size or booked revenue is promised.

Agree quality thresholds from the baseline before release. Judge the delivered workflow and review results separately from later commercial outcomes.

Proposed pilot

Use the scoped event cohort and deliver within the agreed build sprint. Set the separate outcome observation around the event's actual sponsorship sales window; record its end date before kickoff.

1. Define the sponsor ICP separately from attendee and speaker criteria. Agree the industries, buyer audience, commercial fit and sponsor categories the event can credibly serve.
2. Review the existing registration or membership fields and access permissions. Establish a baseline of known companies, commercial ownership and existing sponsor opportunities.
3. Enrich and normalize company and role data. Preserve uncertain employers and outdated records for review rather than assigning unsupported company identities.
4. Group registrants by company. Check existing sponsors, previous outreach, open deals and category restrictions before creating a candidate opportunity.
5. Score sponsor suitability with explicit evidence. Explain why the company could benefit from the event's audience; attendance alone is insufficient.
6. Identify the appropriate commercial contact or route to an existing account owner. Keep the attendee's identity distinct from a separately researched sponsorship buyer.
7. Review the proposed queue with sponsorship sales. Create approved tasks with the fit rationale, relevant audience context and an agreed follow-up window.
8. Track acceptance, sponsor conversations and opportunity progress. Record whether the signal created a new opportunity or added context to an existing one.

Deliverables

The client receives separate attendee and sponsor criteria, enriched and deduplicated audience data, a reviewed sponsor-account queue, a source-backed audience summary, an ownership map and a pilot report. Include a process for new registrations and for correcting employer or sponsor-status errors.

The learning package adds a feedback queue, evaluation scorecard, approved change history and an operator review guide.

Discovery questions

- What makes a company a valuable sponsor for this specific audience?
- When do sponsor budgets and inventory close for the next event?
- How often does an attendee's employer turn out to be a potential sponsor?
- Which sponsor accounts already have an owner or an active negotiation?
- Which audience claims do prospects ask the sponsorship team to substantiate?

What success means

Measure	Definition
Audience data coverage	Audience members with sufficient current company and role data divided by the eligible cohort.
Sponsor-fit precision	Reviewed companies accepted as suitable sponsor prospects divided by companies reviewed.
Sales acceptance	Commercial candidates accepted by the assigned owner divided by routed candidates.
Handoff performance	Time from usable registration data to an owned, reviewed commercial task.
Audience evidence quality	Sponsor-relevant audience claims supported by attributable data, with unknown values and sample limits disclosed.
Commercial outcome	New sponsor conversations, sourced opportunities and booked sponsorship revenue, separately attributed from existing deals.

Deduplicate commercial outcomes at company and event level. Ten attendees from one sponsor-fit company may strengthen the signal but do not represent ten sponsor opportunities. Email opens and raw enriched records are operational activity, not sponsorship revenue.

Decision to expand

Expand when the commercial team accepts the fit logic, can act inside the event's sales window and sees a repeatable source of useful opportunities or stronger audience evidence. If most candidates are existing sponsors or have no plausible sponsorship budget, revise the target criteria before scaling.

Compare the pilot with the existing sponsor sourcing process. Booked revenue can lag the implementation; report open opportunities separately and avoid attributing an existing negotiation entirely to a new registration signal.

Published evidence and its limits

Clay's Terrapinn case study describes using enriched event leads to identify potential sponsorship accounts and assign commercial follow-up. Its Exit Five case study shows a related use: enriching audience characteristics to support sponsorship pitches. The latter supports audience evidence, a distinct deliverable from this sprint's sponsor shortlist.

These vendor-published examples support the workflow patterns. Their results belong to those companies and are not Traffic Architect results, forecasts or evidence that every attendee's employer will buy sponsorship. Verify source access, connection methods and the client's actual commercial timing before commitment.

Proof to show

Show one event's reviewed sponsor-account shortlist, the reason for each recommendation and the resulting seller action. Keep new opportunities distinct from existing negotiations and report category availability separately from company fit.

Self-learning with a human in the loop

Reviewed corrections and measured outcomes inform proposed improvements to this workflow. Test and approve a change before releasing it.

Learning updates rules, scoring, prompts and approved examples; it does not promise automatic model retraining or guaranteed uplift. Keep client feedback within its agreed data boundary.

What this offer learns

Decision area	Feedback captured	Approved refinement
Sponsor suitability	Sales accepts or rejects a company and records the reason.	Refine sponsor-fit criteria for the event, audience and category.
Commercial timing	Sellers distinguish poor fit, no budget, wrong timing and closed inventory.	Adjust prioritization without teaching the system that every lost deal is a poor-fit company.
Audience evidence	Commercial reviewers correct employer data and challenge unsupported claims.	Improve enrichment checks and sponsor briefs while preserving attendee and buyer distinctions.

Review and release

1. Name the sponsorship sales lead and an event-data owner. Log record ID, source/version, decision, correction, reason, reviewer and time. Separate later outcomes from review labels.
2. Review the agreed sample during the build, covering accepted, rejected, unresolved and unselected records. Agree the client's observation cadence at handover. No response means unknown, not rejection.
3. Test a versioned change against baseline on examples withheld from tuning. Refresh evaluation samples; inspect errors, coverage and acceptance. Sparse feedback can justify no change.
4. The named owner approves a limited release. Monitor regressions and retain rollback. Preserve permissions, exclusions and human-controlled fields.

Delivery and evidence of improvement

Include a feedback queue, labelled examples, review guide, evaluation scorecard, change log and rollback procedure. Measure sponsor-fit precision, missed suitable companies in a reviewed sample, unsupported audience claims and review effort per accepted sponsor candidate. Record cohort size and version; association does not prove incremental revenue.

Example learning cycle: A category receives strong fit scores but inventory is already sold. Record the timing constraint separately, then test a revised priority rule without removing the category from future-event fit criteria.

The build includes one consolidated refinement round and one documented release or keep-the-baseline decision. After handover, the client runs the agreed observation and feedback reviews. Further engineering changes or managed operation require separately agreed support and capacity.

Related offers

Paid audience quality can support separately scoped event campaigns. Discovery call to CRM action can structure later sponsor discovery calls. See the five-offer portfolio.