

Media & Sponsorship CRM Module

A connected operating layer that lets ANC navigate inventory and sponsorship from either direction — team to brand, or brand to team — without leaving the platform.

PREPARED FOR

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CLIENT

ANC Sports Enterprises

DATE

May 14, 2026

REFERENCE

ANC-MS-CO-001

OVERVIEW

What this module gives the Media & Sponsorship team

A single workspace inside the existing CRM where every game, every sponsor placement, every contracted commitment, and every monthly Nielsen verification lives in one connected structure. Open a team to see the season schedule, who's running where, what's open, and how each sponsor is pacing. Open a brand to see the full portfolio across every property. The data flows both ways from the same source — no parallel spreadsheets, no rekeying.

The module replaces the operational role of the MLB Inventory List and the M&S Master Schedule, while keeping round-trip Excel sync available for stakeholders who still want to work in their existing file.

What's included

01 Team view

Profile with market, venue, league, total inventory, active sponsors, season schedule, and inline-editable game rows.

03 Open inventory

Per-team and portfolio-wide visibility into sellable slots, slots sold by sponsor, and what remains.

05 Monthly Nielsen workflow

Recurring verification tasks generated on the 1st of each month, assigned by sponsor and league, with month-by-month check-off back to the sponsor record.

07 Executive dashboard

Slots sold, open slots, oversold and behind-pace counts, open-slots-by-team chart, and pacing-status distribution.

09 Inventory data loaded

The 2026 MLB Inventory List and M&S Master Schedule populated into the platform so the team starts from real data, not a blank page.

02 Sponsor view

Full brand portfolio across every team with contracted-vs-actual pacing and on-pace status indicators.

04 Live counters

Top-of-page totals for games scheduled, games executed, games remaining, and open inventory — updated as deals move.

06 Placement pipeline board

Visual board for every placement across the season, drag-to-update execution status, with category-level filtering.

08 Plain-English assistant

Ask the in-platform assistant questions like "what's open at the Nationals" or "how is Tire Rack pacing" and get a live, source-linked answer.

10 Excel round-trip sync

One-click export of the live inventory and a re-import path for stakeholders who still work in the file. The platform stays the source of truth.

INVESTMENT

Fixed-scope engagement

Single project fee. No hourly billing. All inclusions above delivered before the invoice is due.

PROJECT TOTAL

\$**6,000**

Payment terms: due on delivery. Includes a 30-day warranty against defects in scope. Any clarifying tweaks or polish requested in that window are included.

OUT OF SCOPE

Separately quoted when the team is ready

These extend the module in directions the M&S team has flagged as future priorities. Each can be quoted as its own change order when the timing is right.

Nielsen credential auto-pull

Connect Nielsen so monthly broadcast data lands in the platform automatically, replacing the manual verification cycle.

Sponsor United whitespace

Surface brands spending in adjacent categories as live leads in the CRM, tied to the open-inventory layer.

Deal valuation layer

Per-position cost-per-inning, ANC margin, and return-per-position model — turning the module from operations into a deal-quality lens.

TIMELINE & TERMS

Delivery

DELIVERY WINDOW

All inclusions live within 7 business days of approval.

WALKTHROUGH

30-minute live session with Jireh and Grant on the day of delivery.

PAYMENT

Net on delivery. Single fixed amount, no overage.

WARRANTY

30 days of in-scope adjustments and polish included at no additional cost.

SUPPORT

Covered under the standing monthly retainer once the module is live.

CHANGE ORDERS

Out-of-scope items quoted separately as standalone fixed-price engagements.

Approved by ANC Sports Enterprises

AUTHORIZED SIGNATURE

DATE