



# NOT YOUR TYPICAL AGENCY

If, as they say, it takes 10,000 hours to become an expert, what does nearly 20 years make us? We were founded in 2004 as a sponsorship agency, and we've remained true to our purpose all these years later. We've logged thousands of hours at the white board, sat at countless negotiating tables, and poured through the details of more contracts than we can remember.

Sponsorship is all we do, and we wholeheartedly invest ourselves in every client so that we become a seamless and genuine part of the team.

Over the years, we've found that the way we do business is unique. Personal attention is standard. Excellence is expected. Going above and beyond is always the best route.

Put simply, we're driven to outwork and outperform any agency partner you've ever had.

So, call us passionate, call us enthusiastic, call us a little obsessed with doing things right.

Just don't call us typical.

# WHY WE DO WHAT WE DO

Our years in the industry have made us firm believers in the power of connection.

People crave connection, and sponsorship can provide it.

Just look at how people feel about their favorite team. Their city. Their alma mater. They are deeply connected to these things in a way that comes to define them. This sense of community and loyalty are what sponsorship taps into.

At its core, sponsorship is about relationships. It's about forging true connections with the audience and creating synergy between two organizations.

The best sponsorships will impact the bottom line, engage the audience, create buzz, and reinforce brand values.

We love the business we're in, because every day we get to be part of building authentic, exceptional sponsor relationships that make a difference, in all the ways that matter.

## STRATEGY

How much should you be spending? Where is the best place to reach your audience? Is what you're currently doing effective? Let us help you answer your most pressing sponsorship questions.

## NEGOTIATION

We know you're not just signing a contract, you're building a partnership. The relationship is important, so we'll make sure it starts off on solid ground. Most importantly, we'll ensure the agreement is designed to achieve your objectives.

## ACTIVATION

A sponsorship is only valuable if your target audience remembers it. We'll show you how to make sure your brand leaves an unforgettable impression.

## MEASUREMENT

Whether you need research, a partnership valuation, or even a multi-variable approach to measurement, our business is built on decades of experience and mountains of data. We rely on both.

ALLIANCES  
LIFE AT TIGRIS  
OUR STORY  
CONTACT



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