



FREE GUIDE / FIELD NOTES 02

Build a clear sponsor offer.

Turn your next ride into a useful brand story.

Field Notes 01 introduced the shift from follower count to exposure. This issue takes the next step: learn what the brand needs, choose a useful collaboration, and define what you can deliver.

Start with one brand and one story you can actually deliver.

YOUR FINISH LINE

A clear offer you can use to start a conversation.
Inside: a buyer brief, three collaboration options,
a worked example, two fillable worksheets,
and a first outreach message.

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START WITH THE BUYER

What does the brand need?

Complete this before the offer. Use a current source or a brand conversation; label your assumptions and write "unknown" when needed.

01 BRAND + OBJECTIVE

Which brand? What should this help them do: explain a product, reach people, or support an event?

02 CUSTOMER + EVIDENCE

Who is the customer? Add a source/date or what the brand told you. Mark your own assumptions.

03 BUDGET + EXCHANGE

What is available? Fee, product, affiliate, or unknown. A proposed fee is not an accepted budget.

04 TIMING + DECISION

What launch or event matters? When are assets needed? Who approves the scope?

05 SUCCESS + MEASUREMENT

What would useful work look like? Agree on available measures and a report date; do not promise reach.

ASK ONE USEFUL QUESTION

"What are you trying to achieve this month, and where could an athlete story help?" Use the answer to shape the offer on page 6.

CHOOSE THE RIGHT SHAPE

Three ways to collaborate.

Match the work to the buyer brief. A collaboration may serve content, audience, or event needs; define each part before you price it.

01 CONTENT PROJECT

A defined set of useful assets.

Example: one riding-day Reel, three Story frames, and five edited photos. Specify which assets you post and which you deliver to the brand.

Scope first: formats, quantities, delivery date, revisions, and licensed use.

02 ONGOING ATHLETE COLLABORATION

A repeatable story across an agreed period.

Example: monthly product-use content across an agreed three-month term. Identify the real routine, monthly deliverables, review dates, and reporting.

Scope first: cadence, term, fee, category exclusivity, and renewal or exit terms.

03 RACE / EVENT ACTIVATION

A useful experience around a real event.

Example: a scheduled athlete appearance plus agreed event content. Offer only access and activities the venue, organizer, and rights holder permit.

Scope first: event/date, role, approved access, permissions, travel, and weather/cancellation plan.

SEPARATE THE EXCHANGE FROM THE WORK

Paid fee, product-only, and affiliate are different exchanges. Name the exchange clearly. Price and agree on brand reuse, paid ads, raw files, and exclusivity separately.

THE FRAMEWORK

Make the value easy to see.

Use the buyer brief to turn a broad sponsorship request into a specific proposal.

01 FIT

Why this brand belongs in your story.

Name the product or category, where it fits in your real routine, and who would care. Start with products you know. If you have not used one, describe a proposed test instead of an endorsement.

02 STORY

One useful idea from your athlete life.

Choose a question your content can answer: how you pack for a ride, organize tools, prepare your bike, or recover between sessions. Make the product relevant to the activity.

03 SCOPE

Exactly what you will make and where it goes.

List the number and format of assets, posting channel, production window, and review step. Separate posts on your account from files supplied to the brand. Agree on reuse, revisions, and compensation.

04 PROOF

What you can show and what you will report.

Use dated examples from your own account. Label the platform, period, and metric. Past results provide context; they do not guarantee future reach. After posting, share links and the metrics you can access.

WRITE THIS FIRST

For [brand], I will create [content] about [real use] for [audience], publish or deliver it on [channel] by [date], and report [available measures].

WORKED EXAMPLE: #138

One ride. One useful story.

Illustrative #138 riding-day proposal only. No brand agreement, budget, reach, or results are claimed.

BUYER BRIEF: A GEAR-ORGANIZATION BRAND

Proposed goal: show weekend riders a useful way to pack. Audience and goal need buyer validation. Budget, contact, and dates are unknown until discussed.

FIT + STORY

Use a product David genuinely knows, or label an untried product as a proposed test. Story: "What I pack for a riding day" - gear problem, loading routine, track setup.

EXACT PROPOSED DELIVERABLES

One 30-second Instagram Reel and three Story frames on David's account, plus five edited photos delivered for brand review. Any brand publication or reuse needs an agreed license.

CAPTURE PLAN

Reel: 0-3s problem; 3-10s pack; 10-20s load and ride-day use; 20-27s useful detail; 27-30s takeaway. Stories: setup, use, takeaway. Photos: wide setup, product detail, hands in use, loaded van, track setup.

TIMING + REVIEW

One agreed riding day. First cut and five selects within seven days; one consolidated factual review round; final delivery within three days of feedback. Confirm posting date before production.

FEE + PERMISSIONS

Propose a fee after scope and budget discussion. Confirm filming/location permission and any event access. Scope paid ads, reposts, raw files, exclusivity, travel, and extra revisions separately.

PROOF + REPORTING

Attach one relevant sample and dated native insights, if available. At seven days after the Reel: post link, views, reach, saves, and available Story results. Capture Story insights while accessible. Missing means unavailable, not zero.

YOUR ONE-PAGE OFFER

Build your version.

Use your buyer brief from page 2. Type into the fields below or print this page; choose one brand and one manageable collaboration.

01 BRAND + FIT

Brand, product or category, and why it belongs in your routine.

02 AUDIENCE + STORY

Who will find this useful? What single question will the content answer?

03 DELIVERABLES

Collaboration type, formats, quantities, platform, and files or posts included.

04 TIMING + REVIEW

Production window, publishing or delivery date, and review round.

05 PROOF + REPORT

Your sample or dated insights, plus available measures and reporting date.

06 COMPENSATION + REUSE

Proposed exchange, brand usage, and permissions to agree on.

07 NEXT STEP

The specific question or action you will ask the brand to take.

START THE CONVERSATION

Send a small, specific ask.

Use the offer to open a conversation. Fill every bracket before sending.

SUBJECT

Content idea for [Brand]: [specific use or story]

Hi [Name],

I'm [Name], a [sport / discipline] athlete. I [use your product for / would like to test your product in] [specific situation].

I noticed [current product, campaign, or stated brand goal]. Is [proposed goal] a priority for you right now?

I have an idea for [collaboration type] showing [useful story] for [audience]. The proposed scope is [deliverables] on [channel] during [window].

Here is a relevant sample: [link]. I can share [available dated insights] and send a recap with the measures we agree on.

Are you the right person to review a one-page outline with the scope, proposed fee, and usage? If this is a product or affiliate proposal, I'll state that clearly.

[Your name]

BEFORE YOU SEND

- Confirm the contact, buyer goal, brand fit, sample link, and every bracket.
- Keep the scope realistic; label assumptions and date your evidence.
- Agree on deliverables, compensation, timing, permissions, and usage before work begins.

PUT IT TO WORK THIS MONTH

Complete the buyer brief and offer, choose one relevant sample, and write one tailored message. Your first goal is a useful conversation.

More athlete-brand resources: athletebrandlaunchpad.com