ClaraQueSi
MARKETING

Strategic Marketing. Purposeful Partnerships.

A FREE PLAYBOOK BY CLARA GUERRERO

The Partner Ready Playbook

Turn the brands your audience already loves into sponsors and partners who renew.

Inside:

- The 3-minute Partner Ready Self-Check
- The CLARA Partnership Framework
- A fill-in-the-blank partner pitch
- Your 30-day action plan

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WELCOME

Sponsorship money in your city goes to someone every year.

The question is whether it goes to the brand that asked first and asked well.

Most brands I meet are not short on ideas. They are short on time, bandwidth, and in-house expertise to turn a partnership idea into a signed agreement. So the sponsor list lives in a notes app, the big local event goes to a competitor, and the opportunity quietly passes.

I have spent 20+ years building partnerships across corporate, agency, and nonprofit organizations, including more than 40 partnerships at Susan G. Komen and statewide partnership work for the Texas Organ Sharing Alliance across 56 counties. This playbook is the starting framework behind that work, simplified so you can complete it in one sitting with a pen.

Who this is for

- **Business owners and founders** who want sponsors, co-marketing partners, or brand collaborations that grow revenue.
- **In-house marketers** who need a clear, credible framework to bring partnership ideas to leadership.
- **Nonprofits, schools, and athletic programs** looking for corporate sponsors who stay year after year.

How to use it

- **Score yourself** with the 3-minute Partner Ready Self-Check.
- **Build your plan** with the CLARA Framework and worksheets.
- **Make your first ask** using the pitch template and 30-day plan.

> *"Partners do not buy logos. They buy access to people they want to reach and a story that makes them look good."*
>
> Clara Guerrero, Founder & CEO, ClaraQueSi Marketing

STEP 1

The Partner Ready Self-Check

Be honest. Circle or check one box per line, then add up your score.

#	Statement	No 0	Sort of 1	Yes 2
1	I can explain in one sentence why a partner should care about my audience.			
2	I know who my audience is (age, location, interests, values) and can show proof.			
3	I have a written list of at least 10 brands I would love to partner with.			
4	I know what I can offer a partner beyond a logo (events, content, access, influencers).			
5	I have a one-page partnership overview I could send today.			
6	I have tiered packages with prices, not “whatever you can give.”			
7	I have asked at least one brand for a partnership in the last 90 days.			
8	I track results I can report to a partner (reach, attendance, leads, sales).			
9	Someone on my team owns partnerships and has time for it every week.			
10	My partners renew, and I have a plan to keep them coming back.			
	My total score (out of 20)			

What your score means

0 to 8 Foundation Builder	You have potential partners but no system yet. Start with **C** and **A** in the CLARA Framework before you pitch anyone.
9 to 14 Almost Ready	The pieces are there but not packaged. Your fastest win is a one-page overview and tiered packages.
15 to 20 Partner Ready	You are ready for bigger brands. Focus on reporting and renewals so partners stay and grow.

Scored under 15? That gap is exactly what the ClaraQueSi Marketing Strategic Partnership Audit closes. See the last page for how we can build it together.

STEP 2

The CLARA Partnership Framework

Five moves that take you from “we should get sponsors” to a signed partner who comes back.

C — Clarify your value

Write one sentence: *We help [partner type] reach [specific audience] through [your channel or event] so they can [their goal].*

Pro tip: Example: We help wellness brands reach 3,000 active San Antonio runners through our monthly race series so they can drive trial and loyalty.

L — List your ideal partners

Build 20 prospects in three rings: **local** (businesses near you), **regional** (Texas brands), and **reach** (national brands with a local presence). Favor brands that already sponsor events like yours or sell to your audience.

Pro tip: The warmest leads are brands your audience already buys from. Ask them which ones.

A — Assets you can offer

List everything a partner could receive: event presence, social posts, email features, speaking time, sampling, volunteer days, content, influencer access, and audience insights.

Pro tip: Most brands undervalue what they already have. The inventory worksheet fixes that.

R — Reach out with a real pitch

Lead with their goal, not your need. Keep it short and specific, and ask for a 20-minute conversation, not a check. Follow up on day 5 and day 12.

Pro tip: Most yeses come on the second or third touch.

A — Activate and report

Deliver what you promised, capture photos and numbers, and send a one-page recap within two weeks. Partners renew when they can show their boss the results.

Pro tip: Ask for the renewal conversation inside the recap, while results are fresh.

WORKSHEET

Your Value Statement and Partner List

C: My one-sentence value statement

L: My top 9 partner prospects

Ring	Brand or organization	Why they fit my audience	Contact
Local			
Local			
Local			
Regional			
Regional			
Regional			
Reach			
Reach			
Reach			

A: My asset inventory

Asset	Have it	Could build	Reach or size
Event presence (booth, signage, naming rights)			
Social media posts or takeovers			
Email newsletter features			
Speaking or stage time			
Product sampling or demos			
Content creation (photo, video, stories)			
Influencer or ambassador access			
Employee volunteer opportunities			
Audience insights or survey data			
Co-branded merchandise or giveaways			

STEP 3

The Fill-in-the-Blank Partner Pitch

Short beats clever. This first message is built to earn a reply, not to close the deal.

> **Subject:** An idea for [Brand] and [your audience or event]
>
> Hi [Name],
>
> I noticed [Brand] is focused on [their goal, campaign, or recent news]. We reach [number and description of your audience] through [your event, program, or channel], and I see a natural fit.
>
> I have a partnership idea that could help [Brand] [specific result: reach new customers, drive trial, show community impact] at [event or time frame]. It includes [your one or two strongest assets].
>
> Would you be open to a 20-minute call next week to see if it is a fit?
>
> Thank you,
> [Your name, title, phone]

Your one-page partnership overview

Send it after they agree to the call, or attach it to your follow-up. One page only.

- **Who you are:** two sentences on your organization and mission.
- **Who you reach:** audience size, demographics, and one proof point.
- **What a partner gets:** your top 4 to 6 assets from the inventory.
- **Three tiers:** for example Supporting, Featured, and Presenting, each with benefits and a price.
- **How you report results:** which numbers you will share, and when.
- **Next step:** one clear ask with your contact information.

Five mistakes that cost you the deal

- Asking for money before showing what the partner gets.
- Sending the same generic deck to every brand.
- Pricing by “whatever you can give,” which signals low value.
- Stopping after one email.
- Skipping the recap, the easiest way to lose a renewal.

STEP 4

Your 30-Day Partner Ready Plan

About two hours a week. Put these on your calendar today.

Week 1 Clarify and list	• Write your one-sentence value statement. • Pull your audience numbers and one proof point. • List 20 prospects across local, regional, and reach.
Week 2 Package your assets	• Complete the asset inventory. • Build three partnership tiers with prices. • Create your one-page overview.
Week 3 Reach out	• Send 10 personalized pitches using the template. • Ask your network for one warm introduction. • Log every outreach and reply.
Week 4 Follow up and learn	• Follow up on day 5 and day 12. • Hold your first discovery calls. • Note objections and refine your offer.

My first three partnership targets and the date I will pitch each one

Want this done with you instead of by you? Turn the page to see how ClaraQueSi Marketing can help.

YOUR NEXT STEP

Want an expert to build this with you?

If this playbook showed you gaps you do not have the time or team to close, the ClaraQueSi Marketing Strategic Partnership Audit is built for you. It is a focused, lower-lift way to work together, with a clear plan you can act on right away.

What the audit includes

- **Partnership readiness review** of your brand, audience, and current offers.
- **Asset and value assessment** so you know what you can confidently charge partners.
- **Prioritized partner target list** matched to your audience and goals.
- **Tiered package recommendations** and your one-page partnership overview outline.
- **90-day action plan** with your next three moves, reviewed together on a strategy call.

How it works

1	2	3
Reach out	**Fit call**	**Your plan**
Email or text “Partner Ready.”	A 20-minute call to confirm your goals.	Audit delivered with your 90-day roadmap.

Partner Ready offer

Mention **Partner Ready** when you reach out and your 20-minute fit call is on us. I open a limited number of Strategic Partnership Audit spots each month so every client gets my full attention.

Email claraquesi.marketing@gmail.com **Call or text** 210-589-2350

About Clara Guerrero

Clara Guerrero is the Founder & CEO of ClaraQueSi Marketing, a San Antonio firm specializing in strategic marketing and brand partnerships for health, wellness, sports, and education brands. Her 20+ years span the Witte Museum, Susan G. Komen, Texas Organ Sharing Alliance, Boys & Girls Clubs, Roger Christian & Company, the San Antonio Education Partnership, and USAA. She holds an MBA in Business Intelligence and a BBA in Marketing from St. Mary's University, received the Future Texas Business Legend Award from the Texas Business Hall of Fame, and is a Latina Leadership Institute alumna.

ClaraQueSi Marketing takes its name from *claro que sí*: yes, of course, at your service. Every partnership we build starts there. *“And whatsoever ye do, do it heartily, as to the Lord.” Colossians 3:23*