

JACKIE/FAST

ENTREPRENEUR

 jackiefast.com



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Jackie Fast is recognised as a trailblazer within the sponsorship and wider business community – specifically helping the world's leading brands, celebrities and rights holders capitalise their revenues through sustainable sponsorship. Having sold her agency Slingshot Sponsorship for millions less than 6 years after bootstrapping it in her bedroom with only a laptop to her name, she now speaks regularly on entrepreneurship, shifting consumer trends, influencer marketing, sponsorship sales & activation, and diversity in business.

Recognising that the shift in marketing and impact of the recession has created an opportunity for brands and rights holders to capitalise, Jackie has gone against convention and developed a bespoke commercialisation framework for the sponsorship industry that supports how to successfully deliver results in today's changing landscape.

With innovation residing at the forefront of everything Slingshot does, this has led to the development of a sponsorship module with Soho Group and General Assembly

- known for their network of innovative entrepreneurs. In addition, Jackie is a regular keynote speaker within the UK and has spoken at global sponsorship conventions in Europe, Australia, Asia, the Middle East, and throughout North America.

Jackie is also a Non-Executive Board Director of the European Sponsorship Association, one of the youngest Board Directors in the association's history. Her primary responsibility on the board is Chairman of the ESA Excellence Awards Committee.

In just under a decade, Jackie Fast grew Slingshot Sponsorship to work across numerous verticals with clients ranging from grass roots charities, leading FTSE 100 companies, global music artists, startups and entrepreneurs. Some of Slingshot's clients have including the Mayor of London, GB Taekwondo, Spotify, Bloodhound, Marks & Spencer, Universal Music, Haymarket Consumer Publishing, Renault, Wales Rally GB, E.ON, and Shell – all with the desire to take sponsorship farther.

01

YHP

JUNE 5, 2013



“Jackie took part in an interview by ‘YHP’ magazine, whom carried out an interview of what it takes to be an successful entrepreneur. The piece was titled: “*The first year I spent working in my bedroom just saving money so we could afford staff in the second year*”.

“

Jackie Fast is the founder of Slingshot Sponsorship, a sponsorship agency which helps clients who are often overlooked by big agencies develop assets that will grow their business through developing the right partnerships.”

02

OUTSOURCE

AUGUST 20, 2014



Jackie was a finalist in the ‘National Business Awards 2014 UK Interviews’. She was featured in ‘Outsource’ magazine who carried out a question and answer interview.

“

Her organisation has been chosen as a finalist in the BlackBerry Business Enabler of the Year category at the 2014 National Business Awards, as part of Outsourcē’s partnership with the NBAs...”

03

START YOUR BUSINESS

NOVEMBER, 2013

‘Start Your Business’ magazine featured Slingshot Sponsorship front page with the title: ‘*Slingshot: The PR and sponsorship service by Jackie Fast*’

“

Although there is pressure and stress, I don’t think it is any different just because the brands are big. In actual fact, there can be more pressure with some of the smaller organisations we work with in our boot camps because getting sponsorship can make or break their event or organisation”.

04

VIRGIN

OCTOBER 30, 2014



Featuring Jackie was an article for ‘Virgin’ speaking about entrepreneurs titled: *‘Fix up, collaborate: How to create lasting relationships as a small business’*

“

Slingshot is all about collaboration – it’s effectively what we do for our clients to improve their success and ROI, so it makes sense that our agency operates in the same way”.

06

SPORTO

FEBRUARY, 2015

SPORTO

Jackie was featured in ‘SPORTO’ magazine after giving a presentation about her view on the challenging world of sponsorship and new rules of the sponsorship game.

“

An asset is everything you can touch, change or manipulate. That can become really valuable for a brand if done in the right way. Start thinking beyond what you can normally give”

05

RUNNING IN HEELS

JANUARY 28, 2015

Running IN HEELS

Jackie Fast was featured in an article titled ‘LIFE & WORK’ written by the women’s magazine: *‘Running in Heels’*, written on January 28, 2015. This includes an interview with Jackie herself talking about her motivations, successes and admirations.

“

Meet Jackie Fast: entrepreneurial wunderkind and one seriously inspiring businesswoman.”

06

FORBES

OCTOBER 17, 2015

Forbes

Jackie was featured in an article by 'Forbes', a prestigious American business magazine, published on October 17, 2015 titled: *'Slingshot Sponsorship Founder Jackie Fast Had To Break the Mould To Make It; Here's Her Story.'* This includes an insite into Jackie's journey to becoming to successful entrepreneur she is today.

“

To be a successful entrepreneur or to win at business you need to have many attributes; one of the most important I'd wager is the ability to fight back.”

07

CAMPAIGN

JULY 22, 2016

campaign

'Campaign', a global business magazine has written an article on Jackie titled: *'Your career path is ultimately up to you'* in 2016. This is following Jackie's success in 2012 as she was selected by Campaign as one of the industry's leading young talents and was inducted into 'Media Week's 30 Under 30' in 2012.

“

A view from Jackie Fast: Your career path is ultimately up to you. The more you are involved with anything and everything you can get your hands on, the more you will understand the potential of what you...”

ARTICLES CONTINUED

08

TBE

MAY 3, 2016



‘TBE’ magazine has written an article about Jackie titled: *‘Entrepreneur of the week- Jackie Fast’*. The article was a question and answer interview, focusing on Jackie’s role in the success of Slingshot Sponsorship.

“

I’ve always been an entrepreneur, I like executing ideas – in often controversial ways.”

09

FINANCIAL TIMES

MARCH 25, 2017

FINANCIAL TIMES

‘Financial Times’ newspaper wrote an article about the fall in sponsorship of the ‘Chelsea Flower Show 2017’, with Jackie sharing her views and opinions of the matter which titled the article: *‘Chelsea’s flower power wilts as large sponsors fail to take root’*.

“

Chelsea Flower Show is a great example of what’s to come for rights holders who flog stuff without any basis of where exactly the value is coming to a brand”.

10

SPORTCAL INSIGHT

JANUARY 11, 2018



“

‘Sportcal’ newspaper wrote an article about Jackie selling Slingshot Sponsorship to TMG.

I like to work – I’m not a workaholic – but I like the opportunity to be creative and be challenged”.

Jackie Fast WON two awards at the 'Media Disrupter Entrepreneur of the Year' at 'The Great British Entrepreneur Awards 2014'



“Jackie Fast, MD of Slingshot Sponsorship was awarded with two awards for the Media Disruptor Entrepreneur of the Year at the Great British Entrepreneur Awards. Jackie was winner of her category coming up against nine other individuals.”

“In association with NatWest, the awards celebrated entrepreneurs who embody a spirit of disruption, innovation and enterprise. Regarded as the new benchmark for entrepreneurial success in the UK, the awards celebrated the contributions and innovations of British entrepreneurs and their impact on the economy. With some extremely talent nominations within the Media Disruptor of the Year Award, Jackie Fast was given Bronze in the overall category. In addition, Jackie was given the NatWest Special Merit Award beating out Sarah Wood, Founder of Unruly and Jay Radia, Founder of Yieldify.”

“Jackie Fast is currently on the board for the European Sponsorship Association (ESA). Originally elected to the ESA board in 2013, Jackie was re-elected to the board for her second tenure in 2016.”



14 OCTOBER 2016



‘The Great British Entrepreneur Awards 2016’ - Jackie Fast MD for Slingshot Sponsorship, shortlisted in the ‘Micro Business category’

“A most prestigious and proud event, regarded as the benchmark for entrepreneurial success in the UK, the awards celebrate the contributions and innovations of British entrepreneurs and their impact on the economy. Where over 100 Great British Entrepreneurs have been announced as finalists in the Great British Entrepreneur Awards, our very own Jackie Fast has been named amongst them.

Since launching in 2012, the Great British Entrepreneur Awards has received applications from over 1800 entrepreneurs. The Awards recognises business leaders from multiple industries across the 20 awards categories. Previous winners have included Julie Deane MBE, founder of the Cambridge Satchel Company, James Watt, co-founder of Brewdog and Alexander Solomou, founder of Lad Bible. As Managing Director of Slingshot Sponsorship, Jackie has

built the company from her bedroom to working with clients now such as XTC with Richard Branson and ‘Rock-Star Racing’ within the Volvo Ocean Race. Slingshot’s plans for the future are to grow, develop and excel within the sponsorship industry as a flagship agency providing aid for a number of rights holders to acquire sponsorship.

On being shortlisted, Jackie commented: “It is always an honour to just be recognised amongst such a strong field of strong entrepreneurs, to be shortlisted within the Great British Entrepreneur Awards is a remarkable achievement personally, and from a company standpoint. We at Slingshot Sponsorship immerse ourselves as hard working individuals, and strongly believe that hard work does not go unnoticed”. The Great British Entrepreneur Awards is all about celebrating the wonderful stories that entrepreneurs have, and helping them on their journey to success.”

“Slingshot Sponsorship- the ‘new breed’ of sponsorship agency with a growing list of big-name brands.”

Jackie was awarded the ‘Young Guns’ award from ‘Startups’, the UK’s No.1 service for starting a business in 2014.

“Full-service marketing agencies– companies that go above and beyond providing a simple campaign and attempt to create lasting value – are all the rage these days. Jackie Fast’s impressive start-up Slingshot Sponsorship is one of the first to apply this ethos specifically to the sponsorship model, connecting brands to high-profile events through tailored and holistic campaigns that take in PR, training, social media, event management and much more. Slingshot claims this creative approach can bridge the “disconnection” between rights holders, brands

and audiences and create value that lasts far longer than the sponsored event itself. The approach is certainly working so far – having broken the £1m turnover mark after launching in 2010, Slingshot has amassed an enviable list of big-name clients including Red Bull, Toshiba, Nationwide and the Mayor of London (to name just a few). With locations in London, Oslo, Sao Paulo and Singapore, Slingshot’s international presence is growing, and Fast’s company has the potential to change the way marketers view sponsorship forever.”

04



JACKIE WAS SHORTLISTED IN THE 'ENTREPRENEUR' CATEGORY IN THE 'WOMEN OF THE FUTURE AWARDS 2016'.

“ The shortlist for the ‘Women of the Future Awards 2016’, the movement celebrating and nurturing the pipeline of female talent in the UK, is announced. The Women of the Future Awards, now in their 11th year and proudly supported by headline sponsor Aviva, recognise the inspirational young female stars of today and tomorrow. They are open to women aged 35 or under and celebrate talent across categories including business, culture, media, technology and more.”

05

campaign

'CAMPAIGN' IN 2012 ANNOUNCED JACKIE AS ONE OF THE INDUSTRY'S LEADING YOUNG TALENTS AND WAS INDUCTED INTO THE PRESTIGIOUS EVENT 'MEDIA WEEKS 30 UNDER 30'S'.

“ The competition is supported by The Mail on Sunday and the newspaper's managing director Marcus Rich joined Jeremy King, editor of Media Week, on stage at the Cuckoo Club to reveal the names of those that made it onto the list. Recognising the next generation of talent in the industry, this prestigious award showcases the emerging talent in the marketing and media industries. Sought after by marketing and media agencies, Slingshot Sponsorship was the sole winner in the sponsorship industry to be recognised.”

SPEAKING EVENTS

01 GENERAL ASSEMBLY

GENERAL ASSEMBLY LONDON

JANUARY 15, 2013

CREATING PARTNERSHIPS TO DRIVE YOUR BUSINESS FORWARD

“What sponsorship is and means, understand how using sponsorship strategies can help you grow your business. To generate inspiration and ideas.”

02 CAMPAIGN

MEET IN CAMBRIDGE

JANUARY 17, 2013

5 TOP TIPS

“Top tips for attracting sponsors to your events.”

03 DEBUT CONTEMPORARY

SPONSORSHIP WORKSHOP CONGRESS

APRIL 23, 2013

SPONSORSHIP TIPS

“Step-by-step guide to creating a sponsorship proposition and offered first-hand accounts of sponsorship in art..”

04

CALGARY CONGRESS

WESTERN SPONSORSHIP CONGRESS

OCTOBER 20-22, 2014

SPONSORSHIP ROULETTE

“ Relying on randomness is hindering our potential.”

05

MARCUS EVANS

THE FUTURE OF SPONSORSHIP CONFERENCE

NOVEMBER 30, DECEMBER 1, 2015

THE FUTURE OF SPONSORSHIP & SPONSORSHIP SHIFT

“ Unleash the power of invention and build next-generation partnerships through faster value creation by replacing approaches based on what’s been with strategies built around what could be.”

06

INTERNATIONAL CONFLEX

AEO SALES CONFERENCE

MARCH 2,3 JUNE 2016

HOW ASSOCIATIONS MAXIMISE SPONSORSHIP POTENTIAL

“ Ways to maximise sponsorship potential and sponsorship sales.”

SPEAKING EVENTS

CONTINUED

07

ANFO

THON CONFERENCE

AUGUST 26, 2016

THE NEW PARADIGM

“

How the sponsorship industry has changed and how brands are activating.”

08

THE SOCIAL TRAVEL SUMMIT

STS OPENING

SEPTEMBER 20, 2016

COMMERCIALISING YOUR CONTENT THROUGH SPONSORSHIP

“

Sponsorship: Finding the perfect partner and getting great results for all .”

09

FUTURE OF BRANDS

HOW WILL A BRAND DISTINGUISH ITSELF IN THE 21ST CENTURY?

NOVEMBER 17, 2016

WHY ADVERTISE WHEN YOU CAN SPONSOR?

“

Moving from advertising to sponsorship - Overview of Sponsorship.”

SPEAKING EVENTS

CONTINUED

BEST EXPERIENCE MARKETING AWARD (BEMA)

FESTIVAL IN RUSSIA

FEBRUARY 16, 2018

“10 Why you need to change your mindset to attract big global sponsors to your next event.”

KYIV EVENT INTERNATIONAL SUMMIT [KEIS]

BURNING BRAIN

APRIL 14, 2018

SPONSOR I LOVE YOU!

“11 Changing the way of thinking is a critical step in attracting large sponsors to your events.”

JUNE 5,
2013

Y.H.P

JACKIE
FASTMD, SLINGSHOT
SPONSORSHIP

“The first year I spent working in my bedroom just saving money so we could afford staff in the second year.”

“Jackie took part in an interview by ‘YHP’ magazine, an organisation that carries out interviews of what it takes to be a successful entrepreneur.”

“Jackie Fast is the founder of Slingshot Sponsorship, a sponsorship agency which helps clients who are often overlooked by big agencies develop assets that will grow their business through developing the right partnerships.

Can you give us some background information about yourself?

I’m a 29 year old Canadian who accidentally moved to London en route to backpack Europe. Although I never quite did the whole Europe backpacking thing, I have been fortunate to see much of Europe through my own agency Slingshot Sponsorship – which specialises in finding the right sponsors for organisations. I’ve been here for 7 years and recently received my indefinite leave to remain – after what was a near impossible Life in the UK Test (my good friend who majored in English and Politics couldn’t even pass the App!).

How did the idea for Slingshot Sponsorship come about?

When working at the Direct Marketing Association in the UK, I noticed a gap in the market for organisations, trade bodies, charities and other non-sporting platforms who didn’t have the expertise nor the fina-

ncial backing to fully realise their value for companies to get involved with their business through sponsorship. I worked and developed a number of commercial platforms – from events, Awards, digital, advertising and more and was amazed at how beneficial the sponsorship was for the brand sponsor’s business if worked correctly.

When I felt it was time to move on, there wasn’t another sponsorship agency who really worked with those types of properties as many were just based on sport sponsorship – which sparked the idea for Slingshot Sponsorship. We are now proud to work with many innovative properties where sponsorship is vital – such as Spring Online, The Big Positive Weekend, What Car?, Outlook Festival, Windsor Festival, Caterham Cars, Marie Curie and more.

What are the most crucial things that you have done to grow it?

Getting an actual office was probably a big step. As it was funded completely through my bank account, I felt that any unnecessary expenditure was not worth it. However, getting an office where the staff felt it was more of a business made everyone feel more credible.”



SLINGSHOT SPONSORSHIP

SPORTS MARKETING AND SPONSORSHIP CONFERENCE

JACKIE FAST “NEW RULES OF SPONSORSHIP” PRESENTATION

Jackie Fast started the presentation with the challenge she faced in her first experiences with sponsorship; sponsorship is not like mathematics, where you don't doubt in the outcome. “Sponsorship has a lot of variables. If the variable you can't control changes the outcome of the work that you do... how are you ever supposed to do good work?” she asked the audience. From her experience she firmly believes that there is big lack of measurement in the industry. During her work, she tried to apply a framework: to look at the variables that go into sponsorship and predict the outcomes to ensure success. And sponsorship doesn't go well a lot times. Fast's view is that the way sponsorship industry is set up is very much the activation section and sales section ... And sponsorship should be for mutual benefit, objectives and very much misaligned,”

Fast argues. What happens is - sponsorship is sold to a brand that gives more

money, not to a brand that could help grow the partnership faster. And it is very easy to explain why the sponsorship didn't go well... The activation agency will say that the sales person will say that that deal wasn't good because that activation agency didn't activate it in the right way. In Fast's view, we get the cycle of sponsorship that isn't quite hitting the mark. Fast sets relevant questions for the industry: “And what is the mark, what is the Holy Grail of sponsorship? What does success in sponsorship look like for you?” Typical in sponsorship is that brands want return on investment (ROI) and rights holders want renewals and bigger investments. Fast continues: “And what is not typical? Success beyond expectations. Why are we missing the mark? And which are the new rules?” Fast argues that this happened because the game changed so dramatically: in communications and because of the recession. Firstly, it stopped being about the logo. One way communication became two way communication... the ability to interact with the brand and the way that consumers purchased

things dramatically changed. Connected to recession - in 2008 sponsorship industry tanked; people didn't have the money and asked why do we even need a sponsorship... Organisations were losing their revenue stream and they started asking how sponsorship could become relevant to their organization.

Microsoft's search engine Bing and Jay Z - who was launching his autobiography- hit the mark. With one big idea - ‘Decode Jay Z’ - they harnessed an epic moment in pop culture and connected the client to new demographic and gave millions reasons to use Bing. They took the campaign (with small parts from the autobiography) to places that money can't buy. Bing became part of popular culture conversation and in one month saw an 11.7 % increase in visits. The campaign earned 1.1 billion global media impressions. Fast explained the key: “If I ask you who the sponsor was and who the rights holder was... the line is changing. Brands have an ability to be the rights holder... Mutual? Then you shouldn't know who the rights holder and who the sponsor is.”

How to plan? Fast advises to start with objectives. Every sponsorship deal should be done at the board level, not just marketing, because a sponsorship can impact the whole organization. “When you look for synergies, sponsorship becomes vital to the growth of the organization, sport, brand... When you create synergies, the sponsorship is sustainable,” Fast says. And the second part is about assets. “An asset is everything you can touch, change or manipulate. That can become really valuable for a brand if done in the right way. Start thinking beyond what you can normally give,” advises Fast.

JACKIE FAST:
QUESTIONS
WHETHER
SPONSORSHIP IS
GETTING LOST IN
TRANSLATION.

COMMUNICATE
MAGAZINE

“CONFUSION IS RESTRICTING SPONSORSHIP’S POTENTIAL”

Everyone seems to be working in sponsorship nowadays. Perhaps it is because sponsorship growth continues to outpace advertising and sales promotion, or because the Olympics have generated more interest amongst marketing agencies, or simply because it’s finally been able to prove its worth. The interesting

thing is that sponsorship exists all around us and yet many people have a hard time defining it. Even industry gurus rarely seem to agree and, more often than not, vehemently disagree with journalists who write on the subject matter.

Why sponsorship is not reaching its true potential

Unlike the comms thought leader David Ogilvy and Sir Martin Sorrell, sponsorship doesn’t have a ‘brand ambassador’. No one individual or single agency champions sponsorship best practice and ideas.

This lack stems from the way sponsorship is currently set up. There are no specific skills sets, no specific boundaries for those in the industry. Professional in sponsorship can work in rights sales, data, digital, media, communications, evaluation, strategy, measurement, creative, and

everything in between.

Whilst this is a good thing because sponsorship integrates all these, it also restricts the industry’s true potential by causing confusion to those looking to get involved and invest resource. Specialist PR firms, media buying agencies and even event promoters claim expertise in sponsorship. This presents the illusion that effective delivery is not a specialist skill.

Logos are not enough

A further inherent issue with defining sponsorship is that many properties laud intangible assets. Measuring ‘goodwill’ and ‘brand association’ is near-impossible. As such, the industry has over-emphasised tangible benefits which lend themselves to advertising. Where logos are positioned, how often, and what the message is, has been a focus because that was the only (and perhaps easiest) way to prove value for multi-faceted sponsorship opportunities. This model is slowly changing with advanced measurement capabilities and analytics which prove what many of us already knew - that effective sponsorship campaigns can far exceed the ROI achieved on advertising alone. By combining resources, creating partnerships, and working together, sponsorship is better received and becoming a more effective way of communicating messages.

The future of sponsorship

Sponsorship is more than branding alone and as an industry, it is only just beginning to truly prove its merits. Through more effective measurement and the introduction of new marketing mediums, sponsorship has grown exponentially from where its traditional roots were planted. Perhaps that is why it is so difficult to define.

It is not, unlike what many of the Wikipedia definitions described it as, advertising. And sponsorship needs to move away from its transitions of value through this form of media purchasing and into where it truly makes a difference - finding the insight between organisations and brands, and understanding business synergies, and creating something that resonates deeper than traditional forms of marketing.

But as its core, sponsorship is marketing. Its credibility of it as a platform seems to be discredited through poor definitions and hugely varied agency propositions.

Perhaps the industry needs to work harder on collectively championing the core benefits of modern day sponsorship. Or maybe it just needs another Sorrell.

SLINGSHOT SPONSORSHIP

November, 2013

“ WITH ESTABLISHED OFFICES IN LONDON, SLINGSHOT SPONSORSHIP HAS COME A LONG WAY SINCE THIER INITIAL LAUNCH, AND IT'S NOT HARD TO SEE WHY! DIVULGING HER THOUGHTS ON NEW MICRO VIDEO PLATFORM 'VINE', HER FAVOURITE CAMPAIGN SO FAR AND HER CELEBRITY CRUSHES, JACKIE FAST JOINED SYB FOR A ONE-ON-ONE...”

ENTREPRENEUR

“ ALTHOUGH THERE IS PRESSURE AND STRESS, I DON'T THINK IT IS ANY DIFFERENT JUST BECAUSE THE BRANDS ARE BIG. IN ACTUAL FACT, THERE CAN BE MORE PRES-SURE WITH SOME OF THE SMALLER ORGANISATIONS WE WORK IN IN OUR BOOT CAMPS BECAUSE GETTING SPONSORSHIP CAN MAKE OR BREAK THEIR EVENT OR ORGANISATION.”

START
YOUR BUSINESS

What is the best part of your job?
Working with some amazing people - within the agency, but also with our clients and their teams.

How does sponsorship marketing really work?

Sponsorship is when two or more organisations work together for mutual benefit. Far too often people assume that sponsrosHIP is when you put a logo onto something, but that is rarely the case. When sponsorship is done well, it can be significant driver in the overall business and can deliver benefits that exceed basic marketing campaign expectations.

What do you tend to Tweet about and post on Facebook?

I tend to Tweet about stuff that is going on with the business and the industry as well as utilise it to share great blogs and articles I've read. With Facebook, it's slightly different as it is more visual, so we tend to post behind-the-scenes footage of some of our events like music festivals.

Which bloggers do you tend to return to because of their regualr interesting content?

For the latest in the industry I tend to read Marketing Week, Contagious, Synergy Sponsorship, Unofficial Partner, and for food I follow www.burgerac.com

Will you be utilising the micro video blogging platforms at all such as Vine?

I don't personally use it, but I know a lot of

the Slingshot team do especially when it comes to capturing footage at events.

Can you recall the best thing you've seen shared on social media?

This is the best thing ever; one of Slingshot's favourite sponsorship campaigns- the Bing & Decode Jay-Z case study. You can view it on our YouTube channel: ChannelSlingshot.

What's the best event you've been through work?

We are fortunate to have so many great events in our line of work, but most recently the team got back from Croatia where we worked on the beach in the sun at Outlook and Dimentions Festival, which was amazing. I also sit on the main board for the European Sponsorship

Association and last year helped to put together the ESA Summit, which featured Google. Although it wasn't a celeb-spotting affair in comparison to some of our other events, I am very geeky about sponsorship and absolutely loved the ESA Summit. It was one of the best events I have been to because the format was centered on high-level debates and brought up some great issues igniting heated discussions, which is unusual for events like this.

Is there a particular celebrity or high-end personality you'd like to meet?

Woody Allen.

August 20, 2014

NATIONAL BUSINESS AWARDS 2014 INTERVIEWS

outsourcing: In the words of the organisers, “The winner of this award will be the organisation that has best helped client or partner businesses to increase profitability by improving efficiency, develop talent or implement innovation.” How do you think your organisation has managed to do any one of these things to the extent that it has been shortlisted?

Jackie Fast: Our entire business model centres on how successful we are at identifying, uncovering and generating additional income through commercial gaps and sponsorship; therefore, this award could not be more suitable as every single aspect of our business is built on this.

When we launched only four years ago, we anticipated that this model would only suit smaller organisations who either didn't have the resource to properly commercialise their opportunities or didn't have the skill set. However, over the years, this applies to almost every business and can take an objective specialist view to really identify the opportunities that are being missed. Since inception, our clients have ranged dramatically from charities such as the British Heart Foundation and the Mayor's Fund for London, to music festivals such as Outlook and Dimensions, to big B2B events such as the What Car? Awards. Ironically, regardless of the business or industry, the framework put in place is the same.

O: When a buy-side organisation engages with a supplier, how far do you think it transfers responsibility for innovation?

JF: This is a topic much debated at the moment as historically the brand was always responsible for the activation. However, it is in both parties' interests to actively engage and ensure that the programme, event, or campaign is successful for the audience. Therefore, I would strongly argue that the onus is placed on the rights holder side to ensure that activation falls in line with the overall business strategy to help align objectives.

O: Do you think the very definition of partnership, in a business sense, is evolving and if so how?

JF: The output of partnership is still the same; however, the input of partnerships is radically changing, which is why there are discrepancies around definitions of what sponsorship or partnership is. Sponsorship makes marketing work harder and always has; however, who is involved in that partnership is different now through the advance of digital technology. This will inevitably change our industry.



October 30, 2014

“Long gone are the days where running a business was a lonely journey. Partnerships, nowadays, play an essential role for business owners and can be the defining factor of how successful their start-up is. You know what they say - “It’s not what you know, it’s who you know.”

FIX UP, COLLABORATE: HOW TO CREATE LASTING RELATIONSHIPS AS A SMALL BUSINESS.

Jackie Fast, founder, Slingshot Sponsorship

“Slingshot is all about collaboration – it’s effectively what we do for our clients to improve their success and ROI, so it makes sense that our agency operates in the same way. One collaboration we have is our sponsorship training course with General Assembly which is a tech university established in New York City for entrepreneurs and startup companies. We run this every quarter as many startups need to understand how to drive reach/users with very minimal marketing budgets – and we train these companies how to do this well, finding significant success from the past year with some great apps that are now fully fledged businesses.”

Virgin

January 28, 2015

Running **IN HEELS**

LIFE & WORK

“Meet Jackie Fast: entrepreneurial wunderkind and one seriously inspiring businesswoman.”

Jackie was featured in the article titled 'Life & Work' written by the blog 'Running in Heels', which includes an interview with Jackie herself talking about her motivations, successes and admirations.

“Jackie Fast set up her business – Slingshot Sponsorship – aged just 26. It wasn't her first entrepreneurial venture however; as a child, Fast sold homemade bookmarks to her neighbours and ran lemonade stands. Proof that that creative business sense can't necessarily be taught – it's something innate you're just born with. Fast forward past a BA in Visual Arts and Psychology and a Finance Masters, and the would-be entrepreneur found herself working in London. The only problem? She really didn't like her boss. So what to do?”

Why, set up your own thing, of course! And thus Slingshot Sponsorship was born: an innovative agency developing sponsorship as a strategic and valuable marketing activity for businesses. It's a contemporary style of sponsorship quite different to any precon-

ceived ideas you might have about the industry; digital is at the fore resulting in diverse and wholly, integrated campaigns. Four years on, and Fast's client list is as impressive as her business acumen.

We found out a little more about one seriously inspiring young businesswoman. What glass ceiling? MOTIVATION FOR ME IS ALL ABOUT...

“Seeing the potential in doing things a bit differently, working that bit harder and getting results that no one else can achieve. Slingshot is a sponsorship agency, but what we do is so much more than sponsorship – we harness the power of collaboration to transform businesses. There are brands and people who do this, but in isolation; whereas Slingshot Sponsorship really champions this new way of thinking in the industry. Luckily I am fortunate to get to choose the clients we work with and the people I work with, so I'm surrounded by people who support my vision – which is my real motivation.”



Slingshot Sponsorship Founder Jackie Fast Had To Break the Mould To Make It; Here's Her Story.

October 17, 2015

To be a successful entrepreneur or to win at business you need to have many attributes; one of the most important I'd wager is the ability to fight back.

Show me a high achiever who says they haven't had to struggle like crazy to have got to the senior position they find themselves in today and I'll show you a liar. In fact, some of the people who end up winning the most do so because of how familiar they have become with adversity. It takes guts to pick yourself up after a setback, understand why what has happened has happened, and plot your route back to the top; many people lack the stomach for it. But for those that do fight back, it sets them apart and gives them the mentality they need to keep on succeeding.

Why am I telling you this? I recently caught up with Jackie Fast, founder of Slingshot Sponsorship, at the Edition Hotel, just off Oxford Circus, one of the world's most recognisable shopping districts. It's a kaleidoscope of colour generated by so many brands jostling for position, having paid a small fortune for every sq. ft. of floor or window space.

It's estimated that today's consumer is bombarded by more than 5,000 marketing messages each day; how to get your brand's message across more effectively than anybody else? That's the problem that Jackie began to solve nearly 5 years ago when she launched Slingshot, the start-up she has grown from a laptop and an office in her bedroom into an international, award winning agency with 10 staff headquartered in trendy Islington in North London and offices in Brazil, Singapore and Oslo. Jackie, born in Canada, is also based in London, but spends a lot of time overseas for work, speaking engagements, and pitches.

Her schedule is unrelenting; today she'll take several conference calls to discuss her client's brand strategies, meet a sponsor for lunch, put the finishing touches on a commercial naming rights strategy, meet a client for dinner, then attend an industry drinks party; tomorrow she'll chair a commercial training session with the Welsh government on successful fundraising and sponsorship sales techniques; later this month she is flying to Australia to run a two day training session following a quick stop in Hong Kong to pitch to a brand. "And you know what, I still do the coffee run for my team back at the office", she says with a smile.

The amazing thing about Jackie's work ethic, commitment to clients and determination to right all of the wrongs that she sees in the sponsorship industry, from approaching the same old "big 5" sponsors "because you see their logo everywhere and assume they will automatically be interested in your clients", to writing unsolicited sponsorship proposals, because, as she explains, "it's nobodies job to sift through 12,000 marketing proposals and yet that's how many most brand Marketing Director's receive", is that when she started out Jackie was rejected by every sponsorship agency she applied to.

"I've been everywhere, and tried everything", she says with a shrug. "I have degrees in Maths, Psychology, and Visual Arts and an MA in accounting, but nothing ever stuck so I decided to take a break and backpack Europe." Instead of backpacking, Jackie landed in London and never left. Thanks to a small stint in Canada helping find sponsors for a golf resort, she managed to land a job integrating sponsorship into an advertising trade association for the first time in its history.

"My initial target was £50k and by the end of that year I had managed to secure £187k, in the second year £320k – by year three I was bringing in £500k without having to create any new events or even hire additional staff to support this extra revenue; this was pure uncovered revenue generated by understanding how to monetise current business activity, which is so valuable for all organisations to understand", she says.

The image shows a stylized, italicized 'Forbes' logo in white. A thick yellow horizontal line is positioned below the letters 'F', 'O', 'R', 'B', and 'E'. The background of the entire page is a grayscale photograph of several tall skyscrapers reaching towards the sky, viewed from a low angle looking up.The image shows the word 'Forbes' in a classic serif font, white in color. A thick yellow horizontal line is positioned above the letters 'F', 'O', 'R', 'B', and 'E'. The background of the entire page is a grayscale photograph of several tall skyscrapers reaching towards the sky, viewed from a low angle looking up.

TBE MAGAZINE

ENTREPRENEUR OF THE WEEK — JACKIE FAST



H

ave you always wanted to be an entrepreneur?

I've always been an entrepreneur, but I'm not sure I always wanted to be one (or really understood what one was) at a young age. I like executing ideas – in often controversial ways, so being my own boss is typically the easiest way to do this.

Where did the idea come from?

I've been known as a financial fixer in my previous roles – I find solutions to money problems using creative commercial strategies. It was a very simple step to go from that into sponsorship.

Do you have a business role model?

I don't have a particular business role model, but I admire people who don't take no for an answer and who aren't worried about what other people think. I'm also a huge fan of Harriet Green as she cold called her last employer (Thomas Cook). I love anyone who cold calls a Chairman of a company outlining why things could be done better.

What were you doing before you started?

I initiated and led the first sponsorship division of the Direct Marketing Association in the UK. What has been your biggest challenge so far?

Hiring the right people for business growth. Our people are so vital to our business so it's important to work with the right ones. However it can also be a challenging job with a lot of pressure – and it's been a learning experience trying to identify the right types of people who can be successful in this environment.

What has been the biggest breakthrough?

Learning that the emotions in business come in cycles – and everyone goes through hard times, but the important thing is to keep your vision and keep a smile on your face.

Do you think there is enough entrepreneurship taught in the education system?

I actually think there is a lot of entrepreneurship education everywhere (including the education system); however, most of the time it's has little awareness with actual budding entrepreneurs.

I think we could do more to promote the available opportunities.

July 22, 2016

campaign

“ A view from Jackie Fast:
**YOUR CAREER PATH IS
ULTIMATELY UP TO YOU**

The more you are involved
with anything and everything
you can get your hands on,
the more you will under-
stand the potential of
what you... ”

“My career has definitely not been stable. I’ve always grappled with indecision. Born in Canada, I dreamed of travelling the world but then a backpacking trip made me think I would be more suited to a corporate environment.

At university, I started as a mathematician and graduated with a visual arts degree in fine art. I love to start down a path with vigour but then decide it’s the opposite of what I want to do, revert and then start down a new path with the same vigour. It is exhausting.

When I was 22, I wanted to change paths yet again and set off for London, having never been to the city before and with zero friends or family. With no support and my visa running out, I was fortunate enough to land a job at the Direct Marketing Association launching its first sponsorship department. In less than three years, the department became the second-highest revenue contributor to the business. From there, my career supported the launch of Slingshot Sponsorship – an agency specialising in commercialising sponsorship rights for events, celebrities, music festivals, television shows, movies and more.

With offices worldwide and clients including the Extreme Tech Challenge, held at Sir Richard Branson’s Necker Island, my career path has been anything but normal. And with so many false starts, I learnt some key career lessons.

Get Involved:

The more you are involved with anything and everything you can get your hands on, the more you will understand the potential of what you can do – and the more people you will meet who have the potential to support you along the way. ‘No’ isn’t always the end of the road

I loved my first job in the UK but wanted a change. Unfortunately, my CV didn’t fit the “typical” sponsorship manager career path and I was turned down by every sponsorship agency in the UK at the time.

I was heartbroken. But instead of just taking a different job at a media agency, I decided to find another way to break into the industry.

Take risks. With only £2k and a laptop, I launched Slingshot from my bedroom just over six years ago. In the early days, I didn’t even have an office phone number, let alone any concept of how sponsorship agencies worked. Most days, my typical journey would be from my bedroom to the fridge. But it paid off and we started getting work

Make friends:

In the early days, we didn’t have enough money to hire employees. However, I knew how important it is to get advice and have a team of people around you who support your vision. I reached out to anyone who would have a coffee with me and picked their brain about their vision of the future of sponsorship and how they ran their own agencies. I’m so fortunate that these relationships still exist – a lot of Slingshot’s success is supported through their insight, input and referrals.

Go your own way: Listening to advice is absolutely critical. However, your career path is ultimately up to you.”

March 25, 2017

SPONSORSHIP WILTS FOR THE CHELSEA FLOWER SHOW

A highlight of the British summer season struggles to lure corporates.

A sharp fall in corporate sponsorship has more-than-halved the number of show gardens at the Chelsea Flower Show, one of the social highlights of the British summer. This year's sold-out show, which runs for six days from May 23, will only feature eight show gardens, compared with 17 last year. Even in 2009, in the wake of the financial crisis, there were 13.

The Chelsea Flower Show, which has been held in the grounds of the Royal Hospital Chelsea in London since 1913, has long been a blue-chip event for sponsors looking to impress the business leaders and high society figures who attend. Leading garden designers compete to win gold medals from the Royal Horticultural Society, with tickets for the Monday — one of the hottest networking events on the annual calendar — being particularly sought after. RHS members are admitted on the following days, while the general public have to wait until Friday.

The RHS said the drop had come against general worries over corporate sponsorship. "Like everyone, we haven't been immune to the impact of uncertain times at the moment, and we think it is this uncertainty that may have impacted on sponsors' decisions to be involved this year."

The deadline for entering gardens was in July last year, in the aftermath of the Brexit vote, at a time when there were widespread fears that the economy would slow down and companies were wary over their spending.

But Jackie Fast, managing director of Slingshot, a sponsorship agency, said companies are becoming more rigorous in assessing the return on investment for sponsorship. "The price point of Chelsea is extraordinary when you compare the numbers. I doesn't stack up and the brands are more clever and there are more options now. I'm sure brands do get value out of it, somehow,

hopefully, but nobody's tracking it," she said. She said greater technology and data allowed companies to be more precise about the value of media coverage, brand association and buying access to events for their clients.

"Chelsea Flower Show is a great example of what's to come for rights holders who flog stuff without any basis of where exactly the value is coming to a brand," she said.

The space will be filled by five gardens built by the RHS itself, with plants donated from the gardening industry, as it did in 2009 "when the hugely popular Credit Crunch Gardens were born out of challenging times".

The show gardens can be lavish and are ripped up once the week is over.

Bunny Guinness, a garden designer who has both won gold medals and been a judge at Chelsea, said the minimum cost was probably £300,000 and "often, they might be £1m".

She said that 23 years ago her first entry cost £13,000, "but now, you need so much more because it's become much more about hard landscaping, much swisher, and they're far more glitzy than they were in those days".

The RHS said the average cost of the Chelsea show garden during the past five years was between £200,000 and £300,000.

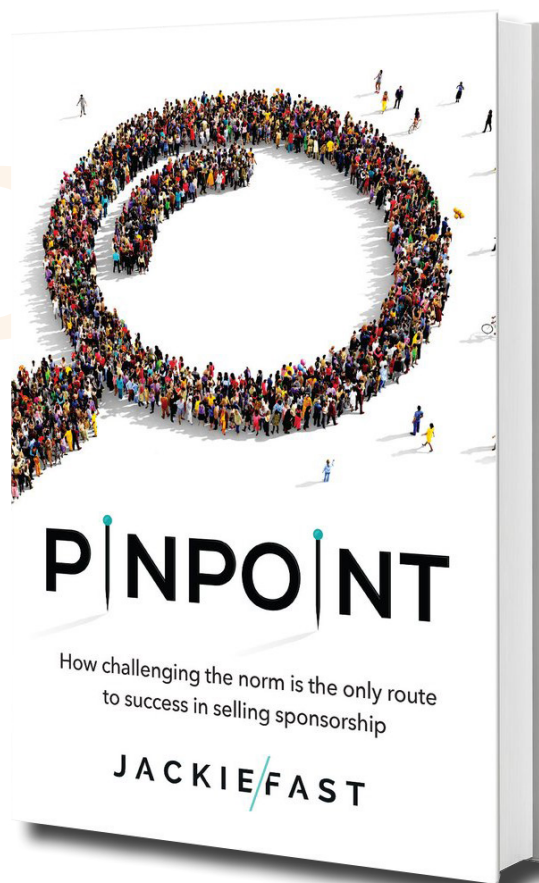
But Ms Guinness defended the outlay, saying it was worth it for the sponsors since "you get an unbelievable amount of coverage." She added: "I was always amazed, so many people have said to me they made their business on Chelsea Flower Show."

In 2015 Sarah Eberle, a Chelsea gold-medallist garden designer, said: "The large budgets allocated by sponsors have provided design opportunities. In recent years, these have translated into vivid demonstrations of power and wealth."

"CHELSEA FLOWER SHOW IS A GREAT EXAMPLE OF WHAT'S TO COME FOR RIGHTS HOLDERS WHO FLOG STUFF WITHOUT ANY BASIS OF WHERE EXACTLY THE VALUE IS COMING TO A BRAND."



The CALLUM MURRAY Interview



Jackie Fast recently left the UK-based Slingshot Sponsorship agency, having sold it to TMG. She's just written a book on sponsorship, Pinpoint. She tells Sportcal Insight all she knows.

Jackie Fast starts her interview with me with a bombshell: having finally departed late last year from Slingshot a year after selling it and seven years after its launch, she's leaving sponsorship behind too. The plan, she says, is to go back to Canada, her native country, buy a vineyard, start a wine brand and distribute it there.

What?! And this at a time when, she says, her 'daily rate' in the industry is now £10,000 (\$13,593). That's more than some Premier League footballers. Even Linda Evangelista might once have considered getting out of bed for that.

I like to work – I'm not a workaholic – But I like the opportunity to be creative and challenged

Why? Why throw it all away, at the age of 34, to start again at the bottom in a totally different industry, albeit this time with the cushion of a cash-and-shares deal that was thought to be worth over £2 million. She won't confirm the amount The Marketing Group, the full-service marketing group that owns 16 agencies and operates 30 offices in eight countries, paid for Slingshot, because, she says, she's signed a non-disclosure agreement which prevents her.

Actually, whatever the real figure was at the time of the deal, it's likely to be a lot smaller now, given the acquisitive TMG's recent struggles which have provoked a crash in its share price from a high of about €9 (\$10.84) to its

present level of €0.34.

But still.

She's done well in a short space of time in sponsorship.

And from sponsorship to wine is quite a jump, however big the cushion. We're speaking in the seriously hip club she belongs to, Shoreditch House in east London, which is mobbed with the cool and trendy, dressed in every possible shade of grey. "I set up Slingshot as a test project," she explains. "I knew minimal about sponsorship. Now I've taken those skills and I want to do something much, much bigger: purchasing a vineyard, starting a wine brand, distributing it in Canada."

CONTACT

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