

Your sponsorship desk, run for you.

A standing, always-on outbound desk that fills your sponsor pipeline so you never chase sponsors again. Here is what one looks like after its first month.

Cadence Weekly

B2B RevOps & go-to-market newsletter · 45,000 subscribers · sponsor slots ~\$4,500

Desk opened: Month 1 · Sending domain: sponsors.cadenceweekly.com · Operated by DFX Intelligence

ILLUSTRATIVE EXAMPLE

42

NET-NEW SPONSORS
SOURCED

138

OUTREACH TOUCHES
SENT

16

REPLIES

6

CONVERSATIONS
BOOKED

\$27,000

PIPELINE CREATED

This is an illustrative example built to show what a DFX Managed Desk produces and delivers. The client is representative; sponsor targets are real companies that fit this audience. Figures show a typical first-month desk, not a specific client result.

What the Managed Desk is

You write the newsletter. We run the sponsor desk. Every month, DFX Intelligence continuously sources net-new sponsors who fit Cadence Weekly's audience, reaches them from your own brand, fields every reply, and hands you warm, ready-to-talk sponsor conversations already past the cold first rounds. You spend your time talking to interested buyers, not hunting for them. No list to work, no outreach to write, no no-replies to absorb. The desk is always on, and you only ever see the good part.

100% ROI or your money back. The one-time setup fee is fully refundable if the desk does not produce more value than it costs. Combined with a success component on what closes, your downside is effectively zero. We earn when you earn.

The sourced sponsor pipeline

Every month the desk builds a ranked set of net-new sponsor targets: companies whose buyers are Cadence Weekly's RevOps and GTM readers, conflict-screened so none compete with each other or with a sponsor you already run. Each carries the budget-owner function to reach and the angle that lands. This month: 42 sourced, top 12 shown.

Sponsor target	Category	Why their buyer is in your audience	Reach	Status
Clay	Data enrichment / GTM	RevOps teams are Clay's core power users; your readers evaluate and buy this category.	Head of Growth	BOOKED
Gong	Revenue intelligence	Conversation intelligence is bought by exactly the sales-ops leaders who read you.	Demand Gen Dir.	BOOKED
Default	Inbound / lead routing	Lead-routing automation is a RevOps purchase; strong fit, active newsletter advertiser.	Head of Marketing	BOOKED
Common Room	Signal / community-led GTM	Signal-based selling is the topic your audience lives in; their ICP is your readership.	Growth Lead	REPLIED
Pocus	Product-led sales	PLS tooling aimed squarely at RevOps; a clean, non-competing category on this map.	Head of Marketing	REPLIED
Census	Data activation / reverse ETL	Ops teams wire data into GTM tools; your readers are the buyers and champions.	VP Marketing	REPLIED
Warmly	Signal-based sales	Website-intent + signal selling; resonates with your pipeline-obsessed audience.	Growth Marketing	BOOKED
UserGems	Champion tracking	Job-change signal for pipeline is a RevOps staple; active media sponsor.	Demand Gen	REPLIED
Maxio	Billing / RevOps finance	Recurring-revenue ops touches the finance-adjacent slice of your readership.	Field Marketing	IN FLIGHT
Avoma	Meeting intelligence	Meeting/note AI for revenue teams; distinct from Gong on this map, no overlap.	Head of Growth	IN FLIGHT
Fullcast	Territory / capacity planning	Pure RevOps planning tooling; precisely your operator readership.	VP Marketing	IN FLIGHT
Syncari	Data unification	Ops-layer data management; a fit category your readers own decisions on.	Head of Demand	IN FLIGHT

Plus 30 more sourced and ranked this month. No two targets on the map are direct competitors, and all are screened against your current and past sponsors before any outreach goes out.

Outreach in motion

The desk runs multi-touch outreach from your own sending domain, so every message is unmistakably from Cadence Weekly, in your voice. We carry the volume, the timing, and the no-replies. You see only what converts.

42 SOURCED + SCREENED	138 TOUCHES SENT	16 REPLIES (11.6%)	6 BOOKED + HANDED TO YOU
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Reply rate runs well above cold outbound because targets are sourced to fit, reached on a real reason (funding, hiring, and product-launch signals), and the message comes from your brand, not a stranger. Deliverability is protected on a dedicated domain with full bounce and suppression hygiene, your main sending reputation is never touched.

The conversations we handed you this month

This is the product. Not a list, not a dashboard you have to work, but warm sponsor conversations already past the first rounds, dropped onto your calendar with the full context so you walk in ready to close.

Clay CALL BOOKED

Head of Growth · replied in 2 days · interested in a Q3 placement

They are scaling newsletter sponsorships this quarter and your RevOps audience is a top-three fit for them. The desk opened with their recent Series B and a relevant reader segment; they asked for your rate card and two available dates. Context, prior thread, and a suggested package are in your handoff note.

Gong CALL BOOKED

Demand Gen Director · warm, asked about audience breakdown

Wants the subscriber seniority split and whether a dedicated send is available. We have already sent the one-pager; the call is to agree on format and timing. High intent.

Default CALL BOOKED

Head of Marketing · proposed a 3-issue test

Volunteered a multi-issue test on the first reply, the strongest signal of the month. Your handoff note has their stated budget range and the angle that earned the reply.

Warmly CALL BOOKED

Growth Marketing Lead · timing-driven, launching a campaign

Running a demand campaign next month and looking for credible channels; your audience is exactly their ICP. Time-sensitive, the desk flagged it as a fast-close.

Two more conversations (a revenue-intelligence platform and a signal-selling tool) are booked and in your calendar. Six warm sponsor conversations this month, none of which you sourced, wrote to, or chased.

The monthly ROI report

Every month closes with a plain-numbers accounting, the proof behind the guarantee. Nothing is counted unless it is real and attributable to the desk.

This month, the desk produced	Value	What the desk cost	Value
Conversations booked + delivered	6	One-time setup (refundable)	\$3,500
Pipeline created (6 × ~\$4,500)	\$27,000	Monthly retainer	\$3,000
Already verbally committed (2)	\$9,000	Total, month 1	\$6,500
Still in active conversation	\$18,000	Ongoing months	\$3,000

The guarantee, met in month one. \$9,000 already committed against a \$6,500 first-month cost is a positive return before the other \$18,000 of pipeline even closes. The 100% ROI bar is cleared, so the setup fee stays earned rather than refunded, and from month two the desk runs at \$3,000 against a pipeline that compounds as conversations mature into renewals.

How the desk works

The craft stays ours, but you should understand exactly what is done in your name. Four stages, run continuously.

Stage	What happens	Why it works
1. Source	We continuously find companies whose buyers are your readers, ranked by fit, never a bought list.	Real, relevant sponsors, not a database that burns your brand.
2. Screen	Each target is conflict-checked against your current and past sponsors and against each other.	You never get pitched a sponsor's direct rival, and we never overlap your existing deals.
3. Reach	Multi-touch outreach from your own domain, timed to real signals (funding, hiring, launches).	It comes from you, on a real reason, so it reads as relevant, not cold.
4. Hand off	We field every reply and deliver booked, context-rich conversations to your calendar.	Your name enters only when there is real interest. You close; we do the rest.

The signal advantage. Most outreach blasts a static list. Our desk watches for the moments that create a real reason to reach out, a sponsor raising a round, hiring a head of demand, or launching a product, and times the approach to them. That is why the replies come back warm. It is the difference between interrupting someone and arriving exactly when they are looking.

The engagement

WHAT YOU GET

- A standing, always-on sponsor desk, run for you
- Net-new sponsors sourced and screened every month
- Outreach from your own brand, fully managed
- Warm, booked conversations delivered to your calendar
- A monthly ROI report with clean attribution
- Deliverability protected on a dedicated domain

WHAT IT COSTS

- **Setup:** one-time, fully refundable, sized to scope
- **Retainer:** a predictable monthly fee for the standing desk
- **Success:** aligned to what actually closes, where it fits
- **Guarantee:** 100% ROI or your money back

The whole point: sponsorship stops being something you chase between issues and becomes a desk that runs itself, fills your calendar with ready buyers, and proves its own return every month. You keep writing. We keep the pipeline full.

DFX Intelligence · The done-for-you sponsorship desk for newsletters, media, and events. Book a conversation: uedfx.com/book/jesse-witkowski/collaboration