

Case Study: AI-Powered Sponsor Finder



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Client Overview

We conceptualized an AI-powered tool that identifies potential sponsors for WhichMat using the Instagram Graph API and AI-driven analytics. This tool is designed to help athletes, influencers, or platform creators discover and connect with sponsors that align with their niche.

The Challenge

Manually researching and contacting sponsors is time-consuming, inconsistent, and doesn't scale. Many opportunities are missed because of a lack of structured data and outreach efficiency.

Our Solution

The AI tool includes:

- Instagram Graph API search for businesses, influencers, and brands in the BJJ/fitness space
- Filters based on industry, engagement, follower count, hashtags, and prior sponsorship activity
- NLP-based analysis of brand posts, comments, and past collaborations
- A Sponsorship Score to rank likely candidates

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- GPT-powered personalized message generation for outreach
- Automated DM/email follow-ups and CRM-style tracking dashboard

Tech Stack

- Instagram Graph API (data access)
- OpenAI API (NLP + GPT)
- Python + Laravel backend (automation, dashboard)
- Custom scripts (workflow automation)

Potential Business Model

- Subscription-based access for athletes and influencers
- Tiered pricing for automated vs. custom outreach services
- Resell white-labeled versions of the tool to tournament brands or gyms

Why it matters

This concept showcases Basebuild's ability to combine social platform data with AI to solve real business challenges. It demonstrates how automation and intelligent analysis can make sponsorship outreach more targeted, scalable, and efficient.