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for sports and esports that close deals.

Shikenso Partnerships Manager – Quick Guide / as of Q3 2025

This takes you to your Shikenso Dashboard.

This is the period of tracking we will according to your contract with Shikenso.

Date when the SPM Onboarding will automatically close.

Button to close the onboarding when all brands, assets, keywords, entities and channels have been uploaded.

If you wish to add more after the Onboarding has closed, please contact your responsible Shikenso Account Manager for re-opening.

The screenshot shows the 'Shikenso Partnerships Manager' interface. At the top, there are tabs for 'Brands' and 'Entities'. A 'Finish Onboarding' button is highlighted in orange. A date range '01.01.2024 - 31.03.2025' is shown, with a callout indicating it is the tracking period. Another date 'ONBOARDING until 31.12.24' is also present. A 'Dashboard' link is visible in the top right. Below the navigation, there are 'Entities 0/6' and 'Channels 0/21' counts, an 'Authorise' button, and a search bar. A table with columns 'Entity', 'Filter Group', 'Filter Subgroup', 'Platforms', 'Begin', and 'End' is shown below.

→ Brands tab

Shows how many brands you can add and have added already (in this case 1 brand out of 2 has been added).

Search bar that allows you to quickly search for a brand you have added without having to scroll.

Click the button to add a brand.

The screenshot displays the 'Shikenso Partnerships Manager' interface. At the top, there's a navigation bar with 'Brands' and 'Entities' tabs. A 'Dashboard' link is visible in the top right. Below the navigation, there are three main sections:

- Brands 1/2:** A table with columns 'Name', 'Begin', and 'End'. It contains one entry: 'Demo' with 'Begin' and 'End' dates of '31.03.25'. A search bar is at the top, and a '+' button is in the top right corner.
- Brand - Assets 3/9:** A table with columns 'Asset', 'Description', and 'Examples'. It contains three entries: 'interview backdrop', 'Logo', and 'Product'. Each entry has a checkbox and a small image in the 'Examples' column. A search bar and a '+' button are at the top.
- Brand - Keywords:** A table with columns 'Keyword' and 'Search spellings'. It contains one entry: 'Demo' with 'Demo' in the 'Search spellings' column. A search bar and a '+' button are at the top.

Shows how many assets per brand you can add and have added already (in this case 3 brands out of 9 has been added).

Add more keywords here with alternative spellings.

→ How to add a brand

Add the brand name.

Choose an image file of the logo of the brand.

Logo will be automatically added as an asset once logo image file has been chosen above.

Add more applicable keywords related to the brand e.g. slogans.

Add Brand
✕

Brand Name

Begin

End (optional)

Brand Logo

Recommended: square image, visible on a light background.

Choose File

No file chosen

Assets

Asset Name required for Asset to save.
Asset Name has to be unique. ('Jersey Collarbone' & 'Jersey Sleeve' instead of 2x 'Jersey')

✕

Keywords

Keyword Name & Search spellings required for each Keyword to save.

✕

+ Add Keyword

Save

Beginning and end of the tracking period.

Describe the asset if there are special cases for Shikenso to take note of.

Other asset types can be chosen in this drop-down.

Add alternate spellings here to the keyword (brand you insert will automatically be a keyword).

Create your own custom asset that's not already in this drop-down menu.

- led boarding
- static boarding
- 3d carpet
- pitch popper
- press backdrop
- interview backdrop
- dugout
- logo
- scoreboard
- Create custom

Save

→ How to add a brand asset

Add more assets to the brand selected.

Upload more images to an asset

Please note that no video material can be added, only screenshots – please contact your responsible Account Manager if there are videos to add.

Description of the asset can be added here – the more information we have, the better the AI will be trained.

We recommend to add as many variations of the asset that could be tracked to ensure all iterations of the asset is captured by our AI e.g. different jersey versions, logo versions etc.

Select an asset before choosing a file to upload the image to.

Shows how many entities and channels you can add and have added already.

Link to a guide on how to authorise Instagram accounts to track Instagram stories.

Button to add more entities and the channels.

The screenshot shows the 'Entities' tab in the Shikenso Partnerships Manager. At the top left, the Shikenso logo and 'Partnerships Manager' are displayed. Below this, there are tabs for 'Brands' and 'Entities'. A 'Finish Onboarding' button is visible, along with a date range 'ONBOARDING until 31.12.24' and a 'Dashboard' link. A search bar and a plus sign button are also present. Below these elements is a table with columns: Entity, Filter Group, Filter Subgroup, Platforms, Begin, and End. The table is currently empty.

→ How to add an entity

Add entity name here.

Assign a group to the entity.

Drop down to add more channels of a platform.

The screenshot shows the 'Add Entity' form with the following fields and annotations:

- Entity Name:** A text input field with a blue line pointing to it from the text 'Add entity name here.'
- Begin/End (optional):** Two date input fields, both containing '31.03.2025'. A blue line points to them from the text 'Beginning and end of the tracking period.'
- Group (optional):** A text input field labeled 'Entity group'. A blue line points to it from the text 'Assign a group to the entity.'
- Sub-Group (optional):** A text input field labeled 'Entity sub-group'. A blue line points to it from the text 'Assign a sub-group to the entity.'
- Platform:** A section with a list of social media platforms. Each platform has a URL and a 'username' input field. A blue line points to the 'username' field for Facebook from the text 'Enter the URL of the channels here (you can copy and paste the whole URL here).'
- Dropdown:** A dropdown menu labeled 'Select to add channel' is open, showing a list of platforms: Facebook, Instagram, TikTok, Twitch, YouTube, and X. A blue line points to it from the text 'Drop down to add more channels of a platform.'

Beginning and end of the tracking period.

Assign a sub-group to the entity.

Enter the URL of the channels here (you can copy and paste the whole URL here).

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