

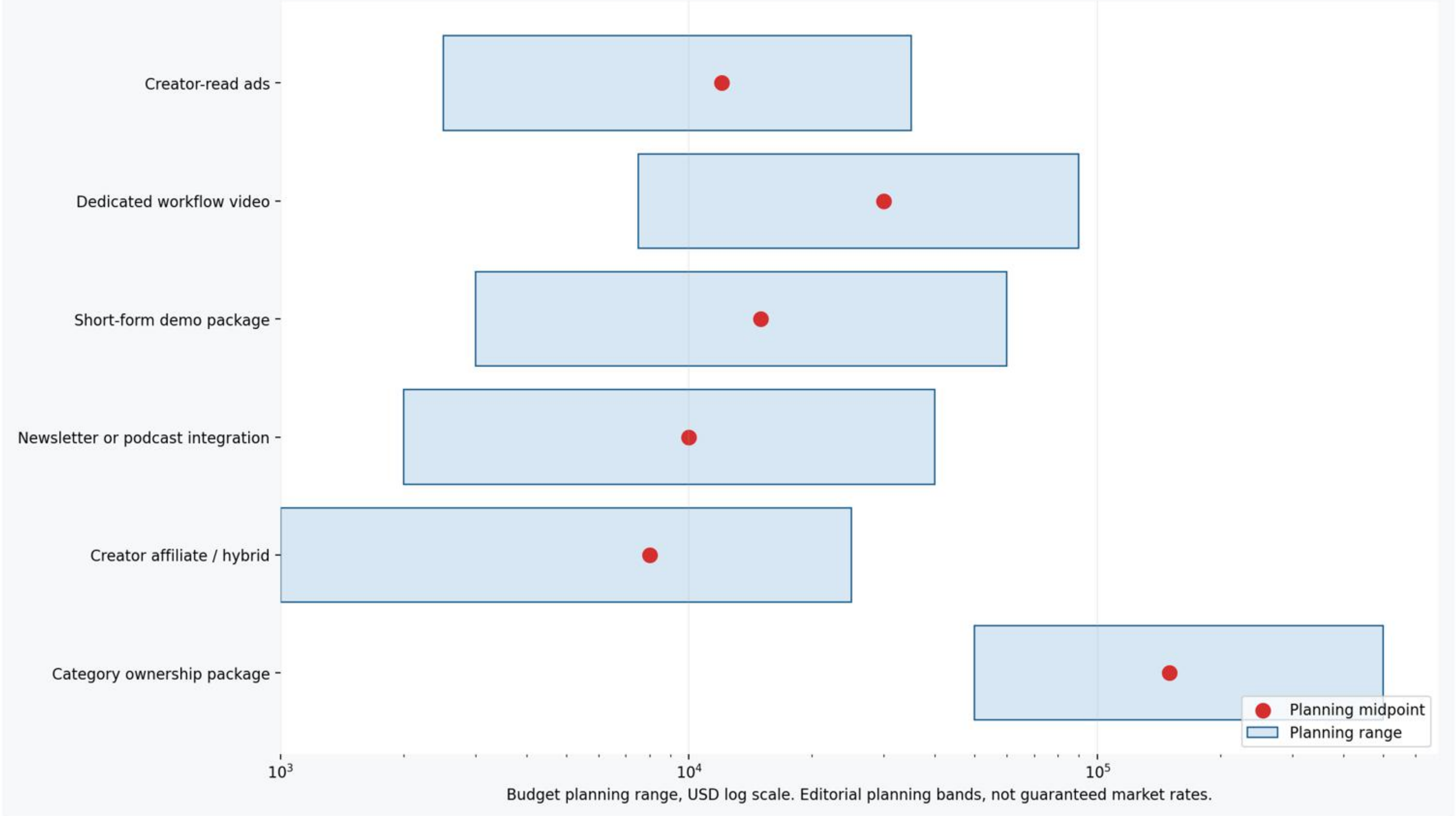
# AI Sponsorship Benchmarks Report





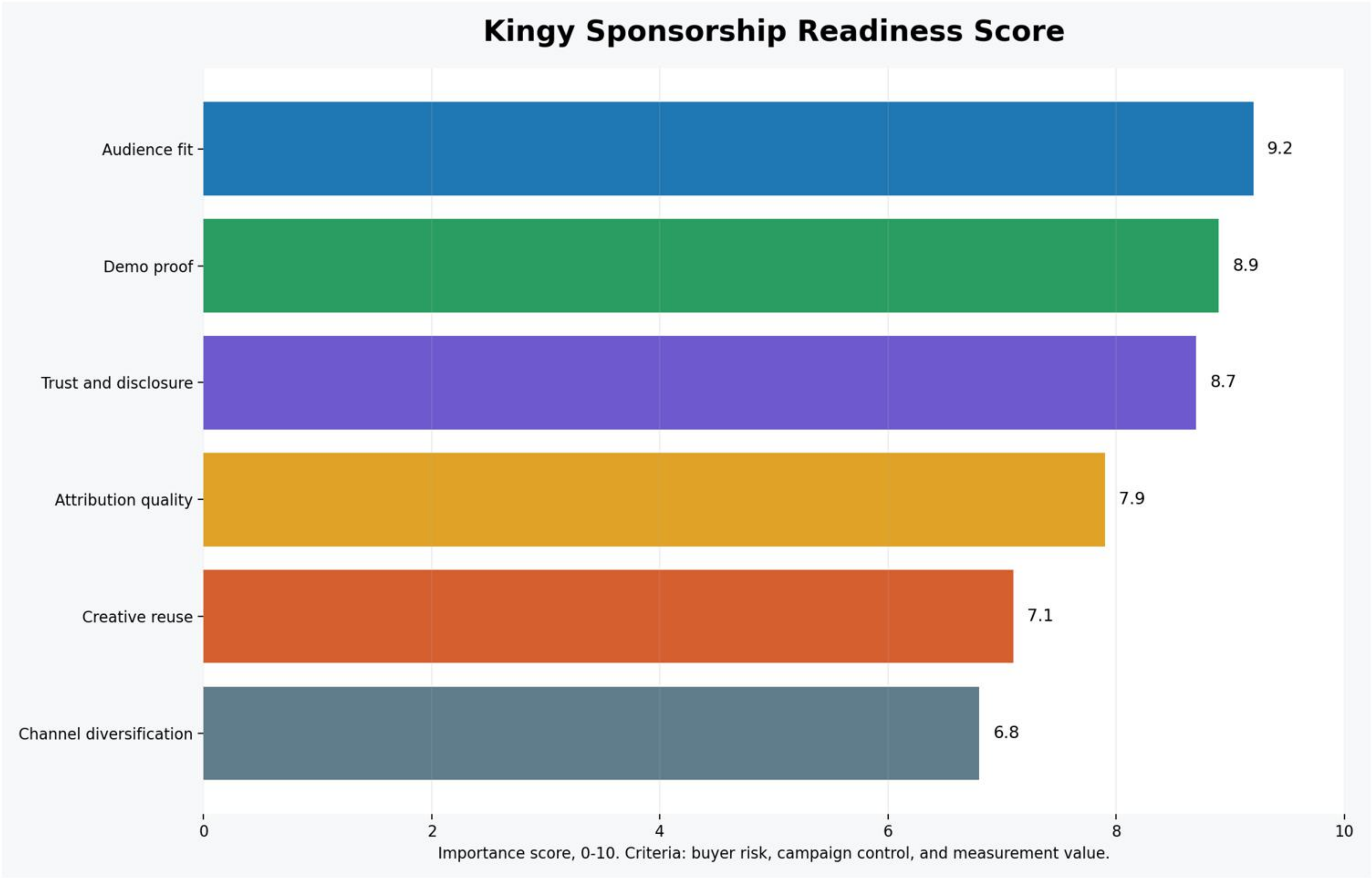
# AI Sponsorship Benchmarks Report

Kingy AI Sponsorship Budget Planning Bands: 2026





# AI Sponsorship Benchmarks Report





## Sponsorship Measurement Stack

Benchmarks only help when the campaign has clean tracking before the creator posts.

### Source hygiene

Separate UTM links, creator codes, landing pages, and CRM fields by creator and placement.

### Activation events

Track trial starts, installs, API keys, booked demos, template use, repo visits, or newsletter signups.

### Quality signals

Measure retained users, product-qualified leads, demo show rate, integration depth, and refund risk.

### Incrementality

Use holdouts, timing windows, creator overlap notes, and baseline demand instead of last-click only.

### Creative reuse

Define usage rights, whitelisting, paid amplification, edit windows, and quote permissions upfront.

### Postmortem

Document cost, content quality, disclosure, objections, conversion, and what to brief next time.



## Disclosure and Claims Checklist

The fastest way to waste a sponsorship is to make the creator repeat claims the brand cannot defend.

### Material connection

FTC guidance treats payment, free product, employment, family, and other benefits as relationships to disclose.

### Platform tools

Use YouTube paid promotion, TikTok content disclosure, Meta branded content tools, and local rules.

### In-content clarity

Do not bury disclosure in a description if the endorsement happens in the video or audio.

### Claims review

No unverified benchmarks, customers, security claims, savings, revenue, or product capabilities.

### Creator independence

Let the creator explain real use; do not force fake enthusiasm or scripted unsupported outcomes.

### Archive proof

Keep brief, approvals, disclosure screenshots, contract terms, and final published URLs.



## AI Sponsorship Operating Model

Treat creator spend like a learning system, not a pile of one-off ad reads.

### Test

Start with a narrow audience, one workflow, and a measurable activation event.

### Validate

Compare creator fit, content quality, conversion quality, and objections.

### Scale

Buy packages only after the offer, landing page, and attribution survive small tests.

### Compound

Turn strong videos into retargeting, sales enablement, launch clips, tutorials, and SEO pages.

### Protect

Keep disclosure, claims, data policy, and creator contract hygiene visible.

### Refresh

Rebrief as the product changes; stale AI demos age quickly.



## Creator Channel Fit for AI Products

The sponsorship format should match the buyer decision, not the trendiest platform.

### YouTube

Best for deep workflow demos, coding tools, AI video, agents, research tools, and B2B education.

### Short-form video

Best for visual hooks, consumer AI, template workflows, before/after demos, and retargeting fuel.

### Newsletters

Best for founder, investor, developer, and operator audiences where trust beats spectacle.

### Podcasts

Best for category education, founder credibility, enterprise trust, and long consideration cycles.

### LinkedIn creators

Best for B2B AI, GTM, recruiting, sales, HR, productivity, security, and operations use cases.

### Affiliates

Best for self-serve tools where trial activation and payout rules are clean.