



### Workshop Overview

Sponsorship can be challenging, but when planned and implemented effectively can deliver great results. Whether you are responsible for buying, selling or managing sponsorship arrangements this workshop will enable you to approach the right partners and know precisely who you need to talk to, how and why. Presentations, case studies, group work, and scenarios will be used throughout the workshop alongside the assessment of your own corporate experiences.



### Benefits

Understand the world of sponsorship and how to approach the right partners. Develop a greater appreciation of how to evaluate sponsorship options, negotiate deals and buy and sell sponsorship that delivers to its objectives cost-effectively.



### Who should attend ?

This course is for all those who are responsible for buying, selling or managing sponsorship opportunities, be that in a sales, business development, marketing or communications role - everyone has a part to play and would benefit from having a holistic approach to the world of sponsorship.

### Outcomes & Content

- ✓ Formulate sponsorship propositions
- ✓ Who you need to talk to, how and why?
- ✓ Clarify sponsorship 'philosophy' and objectives
- ✓ What sponsorship means
- ✓ Formulating sponsorship policy
- ✓ Creating your strategy based on the policy
- ✓ Knowing what you're selling: would you buy it?
- ✓ Getting creative
- ✓ Why evaluation begins at the beginning
- ✓ Monitor your sponsorship revenue and spending
- ✓ Learn to negotiate
- ✓ Plan and monitor
- ✓ Evaluate and optimise

