

# Sell!Your Sponsorship +

The course will present the following content modules:

<b>Module 1 ‘Sponsorship Investment Trends’</b> <i>Sponsoring industries and The evolving rights model</i>
<b>Module 2 ‘The Importance of Demographics’</b> <i>Profiling your audience</i>
<b>Module 3 ‘Social Media &amp; its role in the sponsorship mix’</b> <i>The ‘asset’ of social media and Digital Consumption</i>
<b>Module 4 ‘Activation’</b> <i>Effective activation strategies</i>
<b>Module 5 ‘Renewals’</b> <i>Securing a new deal</i>
<b>Module 6 ‘Exit strategies’</b> <i>Managing the process of exiting a sponsorship agreement</i>
<b>Module 7 ‘Sponsorship Contracts’</b> <i>The role of the sponsorship contract</i>
<b>Module 8 ‘Research’</b>