

Sell! Your Sponsorship

The course will present the following content modules:

Module 1 'Defining Sponsorship' <i>Who sponsors and why?</i>
Module 2 'Sponsorship in Action' <i>Good & less good sponsorship case studies</i>
Module 3 'Mindset' <i>Developing a sponsorship strategy</i>
Module 4 'Assets' <i>Are your assets a business opportunity?</i>
Module 5 'Audience' <i>Who have you got and what are they worth?</i>
Module 6 'Pricing' <i>Negotiation and the role of Value in Kind</i>
Module 7 'Creating the sponsorship proposition' <i>Building the proposition</i> <i>'Brief & Pitch'</i>
Module 8 'The Sales Process' <i>Identifying targets and closing the deal</i>