

Sell! Your Sponsorship WORKSHOP

Course Overview

The **Sell!YourSponsorship Workshop Fundamentals course** has been designed to assist sponsorship seekers and fundraisers in developing the tools and expertise to confidently and effectively take their partnership proposition to market. It is a pragmatic and interactive course that covers the cornerstones of sponsorship/fundraising best-practice and gives hands-on practical tips and advice on the following:

- ◆ **Defining Sponsorship:** Modern partnership and key considerations for revenue-seekers. Understanding where you fit into the marketplace and how to communicate the unique opportunity you offer a business through the proposed partnership. Developing a compelling 'elevator pitch' that resonates against sponsor key buying criteria.
- ◆ **Sponsorship Best Practice:** A brief review of some of the most creative and effective partnership programmes in the marketplace—what can be learned?
- ◆ **Strategic Partnership:** Creating a strategy that gives you maximum chance for success. Segmenting opportunities and creating a model that maximises the potential of your proposition.
- ◆ **Assets:** What can you offer your partner? Understanding what you've got and how to package it for maximum impact and tailoring to briefs. What is current & interesting? Where are sponsorship's hotspots?
- ◆ **Understanding your audience:** Who do you represent and how does your audience determine your target partner list? The link between audience & price. **Cultivation Strategies**
- ◆ **Proposals:** developing a **compelling and relevant proposal**—templates, tips, advice & ideas on how to stand out from the crowd!
- ◆ **The Sales Process:** Approaching the market and creating a compelling sales narrative. **Prospecting, Negotiating, Closing**

Course Timings, Dates, Venue & Costs:

Sell!Your Sponsorship Workshops run from **09.30am—4.30pm** & cost **£295 +VAT** per person to attend. Courses are capped at a maximum of 10 attendees to ensure the interactive aspects of the course can be fulfilled effectively. The sessions are led by Catherine Hawkins, the course creator and an experienced practitioner with over 15 years experience in partnership sales. The course is run regularly throughout the year at the Radisson Blu Edwardian Kenilworth, 97 Great Russell Street, London WC1B 3LB. Our 2019 course dates are **13th February 2019, 26th June 2019, 18th September 2019**

Testimonials:

'Thank you for an interesting and informative day. I feel like I have learned loads! (October 2018)

'Fantastic—really productive day with a lot of information learnt but not too much at once—it was a great balance!' (October 2018)

'Discovered today that Think!Sponsorship sponsorship courses are just as brilliant as their sponsorship conferences. Learned loads and loads and loads!' (September 2016)

