

# Sell! Your Sponsorship PLUS

## Course Overview

The Sell!YourSponsorship **PLUS** Workshop has been designed to assist sponsorship seekers and agency representatives that have two years or more experience in selling sponsorship/partnership opportunities. The course is structured—and covers material—relevant to practitioners that either have an existing sponsor, or have had previous experience of activating and evaluating sponsorship programmes.

It is a pragmatic and interactive course that encourages the cross-sharing of experiences between attendees and covers the following aspects of partnership management:

- ◆ **Sponsorship Trends:** Where and how the sponsorship industry is changing—what implications this has for the sponsorship seller
- ◆ **Trends In Action:** Understanding how to apply current trends to existing or new sponsorship propositions to create maximum appeal.
- ◆ **Data Management:** Managing the relationship between your sponsor and your audience. Developing a rounded data policy. GDPR Considerations
- ◆ **Pricing:** Valuing intangible benefits, the audit pricing model, current pricing trends & negotiation
- ◆ **Evaluation:** Evaluation Techniques & Demonstrating Return on Investment
- ◆ **The Renewal Process:** Building a renewal case, exit strategies & contract development
- ◆ **Sponsorship Contracts:** Building a robust framework to support the relationship

## Course Timings, Dates, Venue & Costs:

Sell!Your Sponsorship PLUS 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 sponsorship practitioner with over 15 years experience in partnership sales. The course is run regularly throughout the year at Radisson Blu Edwardian Kenilworth, 97 Great Russell Street, London WC1B 3LB Our 2019 dates are as follows: **28th February 2019, 1st October 2019**. To discuss any questions you may have about the course please email [catherine@thinksponsorship.com](mailto:catherine@thinksponsorship.com)

## Testimonials:

‘Fantastic Course—the best I have been on in a long time!’ (October 2018)

‘It was a great group of people and a really informative session. The group was challenged to think differently about sponsorship which provoked interesting discussion’ (September 2017)

‘Just wanted to drop you a quick line and say a big thank you for your time today. It was great to get out to your course, I have come away feeling so inspired!’ (November 2017)

