



# Sponsorship

Sponsorship support can be vital to a project and we can coach you through the process of forming alliances and generating revenue from this important source.

This workshop will help you to identify and quantify the key benefits that are unique to your purpose and attract sponsors. This includes evaluating the best avenues and events to generate sponsorship revenue. We will discuss strategies for identifying and approaching sponsors, developing sponsorship proposals with value-for-money benefits, ways to offer sponsors measurable return on their investment, developing practical tools for ongoing communication with sponsors, and ways in which to negotiate with potential sponsors and actually close the deal.

The workshop also offers practical advice and guidance on developing marketing material and communications tools to engage sponsors and manage your relationship for ongoing sponsorship commitments.

## Sponsorship Strategies

- Levels of sponsorship
- Benefits packages
- Sponsorship value
- Delivering results
- Measuring results
- Building ongoing relationships

## Workshop Outcomes

- Tailored sponsorship proposal with detailed benefits to sponsors
- Theory of conducting, managing and building sponsorship relationships outlined
- Benefits packages developed
- Strategies for attracting and negotiating with sponsors outlined
- Means to evaluate and report on sponsorship value outlined
- Tools for monitoring and measuring effectiveness

Conducted:	On your premises
Attendees:	Up to 8 staff and managers
Time:	6 hours
Investment:	\$5,000 + GST
Contact:	02 9299 5869 <a href="mailto:contact@profilepublicrelations.com.au">contact@profilepublicrelations.com.au</a>

