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CONSULTANT

Sponsorship Selling Programme

Course content

- Identify the advantages of sponsorship over other more conventional kinds of promotion
- Common reasons why so many pitches fail
- Target clients strategically
- Success Measures:
Tangible and intangible measures
The key elements that clients need for a sponsorship package to feel successful.
- How to find numerical success measure for any sponsorship deal
- Pricing a sponsorship package
- Proposal Template
Win the business through a structured proposal. Create a consistent and easy to follow style for sponsorship proposals.

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