



## SPORTS SPONSORSHIP AND MARKETING WORKSOP

### “HOW TO DEVELOP A SUCESSFUL SPONSORSHIP PROPOSAL FOR PITCHING FOR YOUR SPORT-ING BRAND TO A PROSPECTIVE SPONSOR

TIME	SPEAKER'S NAME	DETAIL OF ACTIVITY
08h30-09h00		TEA ON ARRIVAL
09h00-09h10	Programme Director - SRSA Rep.	Welcome and Introductions
09h10-09h55	<b>Session 1:</b> Speaker 1	<b>PRESENTATION:</b> <b>UNDERSTANDING THE SPONSORSHIP PROCESS:</b> How big is sport sponsorship in SA? Sponsorship trends - global and local Sponsorship flow-chart model or process
09h55-10h15	<b>Session 2:</b> Speaker 1	<b>SA CASE STUDY DISCUSSION:</b> <b>A REVIEW OF SPORTING BRAND'S SPONSORSHIP DEAL -</b> <ul style="list-style-type: none"> <li>• What sponsorship process did this brand follow?</li> <li>• How did that influence its success or failure in getting the idea?</li> <li>• If you were the brand custodian pitching - what would you have done differently?</li> </ul>
10h15-10h30		<b>TEA</b>
10h30-11h15	<b>Session 3:</b> Speaker 2	<b>PRESENTATION:</b> <b>STEP BY STEP GUIDE FOR PREPARING A PERFECT SPONSORSHIP PROPOSAL &amp; PITCH</b>
11h15-11h45	<b>Session 4:</b> Speaker 2	<b>CASE STUDY DISCUSSION:</b> <b>A REVIEW OF A MOCK-UP PROPOSAL -</b> <ul style="list-style-type: none"> <li>• Were all steps followed by this brand and why/why not?</li> <li>• How did that influence its success or failure in getting the idea?</li> <li>• If you were the brand custodian pitching - what would you have done differently?</li> </ul>
11h45-12h30	<b>Session 5:</b> Speaker 1	<b>PRESENTATION:</b> <b>KNOW YOUR AUDIENCE - DEFINE YOUR BRAND'S WORTH</b> <ul style="list-style-type: none"> <li>• How to collect data about the audience's demographics your brand reaches</li> <li>• How to use this data to define your sporting brand's value</li> </ul>
12h30-13h00	<b>Session 6:</b> Programme Director	<b>BRIEF ON GROUP SYNDICATE ASSIGNMENT:</b> An exercise in preparing a sponsorship proposal to pitch to a prospective sponsor
13h00-14h00		<b>WORKING LUNCH IN SYNDICATES</b>
14h00-15h00	<b>Session 7:</b> Syndicate Working Session	<b>PARTICIPANTS IN SYNDICATES PREPARING PITCH PRO-POSALS</b>
15h00-16h30	<b>Session 8:</b> Presentation by Syn-dicate Groups to Speaker 1 & 2	PRESENTATION OF PROPOSALS BY SYNDICATES

**END OF WORKSHOP**