

## SPONSORSHIP SELLING: CREATE VALUE, CLOSE DEALS

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|--------------------|--------------------------|---------------------|------------|
| <b>Start Date:</b> | 12/07/2026               | <b>End Date:</b>    | 16/07/2026 |
| <b>Categories:</b> | Sales & Customer Service | <b>Venues:</b>      | Dubai      |
| <b>Formats:</b>    | In Person                | <b>Instructors:</b> |            |

### OVERVIEW

This course teaches participants how to pitch, negotiate, and close high-value sponsorships by focusing on mutual benefit and ROI. Participants will develop consultative selling skills and learn to present sponsorship as a strategic investment opportunity.

### OBJECTIVES

By the end of this course, participants will be able to: – Identify and qualify sponsorship prospects that align with their brand and goals. – Develop compelling sponsorship proposals that highlight mutual value. – Navigate sponsorship objections and position offerings as strategic assets. – Use ROI metrics and audience data to support sales conversations. – Close sponsorship deals with confidence and long-term potential.

### COURSE OUTLINE

1- Understanding the Sponsorship Sales Landscape 2- Building the Right Prospect List and Approach Strategy 3- Crafting the Pitch: Assets, Audience, and Activation 4- Objection Handling and Negotiation Skills 5- Closing and Growing Sponsorship Deals

### TARGET AUDIENCE

All Supervisory Levels, Sales teams, sponsorship managers, partnership leads, event organizers, and marketing professionals involved in funding strategies.

### METHODOLOGY

Live pitch practice, sales playbook design, value mapping workshops, negotiation simulations, and deal review sessions.

### CONCLUSION

Participants will leave with a customized sponsorship sales approach and the tools to create, pitch, and close impactful sponsorships.

## DAILY AGENDA

### **Day 1: The Sponsorship Sales Mindset**

Shift from asking for support to offering value through sponsorships.

### **Day 2: Prospecting & Proposal Building**

Identify the right sponsors and craft compelling, data-backed proposals.

### **Day 3: Making the Case**

Present your offer with confidence and tailor your message to different sponsor goals.

### **Day 4: Negotiating to Win**

Overcome objections, secure commitments, and set the stage for a lasting relationship.

### **Day 5: From Pitch to Partnership**

Close the deal and plan for long-term sponsor engagement and renewal.

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*For more information, please contact us:*

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