

SPONSORSHIP SELLING: CREATE VALUE, CLOSE DEALS

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

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.

For more information, please contact us:

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