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BUILDING WIN-WIN SPONSORSHIP PACKAGES

Start Date:	11/10/2026	**End Date:**	15/10/2026
Categories:	Sales & Customer Service	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

OVERVIEW

This course helps participants design sponsorship packages that deliver value for both the sponsor and the organizer. Emphasis is placed on creative asset bundling, tier design, and aligning benefits with sponsor objectives.

OBJECTIVES

By the end of this course, participants will be able to: – Understand what today’s sponsors are looking for in partnerships. – Design customizable and tiered sponsorship packages that appeal to diverse needs. – Align sponsor objectives with audience experiences and activation opportunities. – Quantify value and provide deliverables that build long-term sponsor trust. – Create sponsor toolkits and pitch decks that communicate value clearly.

COURSE OUTLINE

1- What Sponsors Really Want Today 2- Creative Sponsorship Asset Design 3- Tiering and Customization Techniques 4- Valuation, Deliverables, and Reporting 5- Pitch Deck and Toolkit Development

TARGET AUDIENCE

All Supervisory Levels, Event organizers, sponsorship managers, brand partnership teams, nonprofit fundraisers, and marketing professionals.

METHODOLOGY

Tier-building labs, asset inventory design, sponsor interviews, packaging simulations, and toolkit walkthroughs.

CONCLUSION

Participants will leave with ready-to-deploy sponsorship packages that are structured, appealing, and value-driven.

DAILY AGENDA

Day 1: Sponsor Expectations in 2026

Learn what drives sponsor decisions and how to align your offerings with their priorities.

Day 2: Designing Sponsorship Assets

Inventory and innovate sponsorship benefits across digital, physical, and experiential formats.

Day 3: Packaging for Value

Bundle and tier sponsorship offerings with flexibility and clarity.

Day 4: Making It Measurable

Create ROI frameworks and deliverable dashboards for sponsor accountability.

Day 5: Toolkits that Sell

Build sponsorship pitch materials and handouts that drive decisions and renewals.

For more information, please contact us:
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