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SPONSORSHIP TRENDS & INNOVATION FOR MODERN BRANDS

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

OVERVIEW

This future-focused course highlights the latest trends and innovations shaping sponsorships. Participants will explore tech-driven activations, new sponsor expectations, and evolving audience behaviors that are transforming how partnerships are built and measured.

OBJECTIVES

By the end of this course, participants will be able to: – Identify current trends in sponsorship across industries and formats. – Explore technologies like AR, NFTs, live streaming, and fan engagement platforms. – Understand evolving sponsor objectives, from ESG to experiential metrics. – Innovate their sponsorship models to stay relevant and competitive. – Apply new insights to reimagine sponsorship strategy and execution.

COURSE OUTLINE

1- The Evolving Sponsorship Landscape 2- Fan-Centric & Experience-Driven Sponsorships 3- Tech Integration: AR, VR, NFTs & Digital Twins 4- Sustainability, Diversity & Purpose-Led Partnerships 5- Building Future-Ready Sponsorship Models

TARGET AUDIENCE

All Supervisory Levels, Sponsorship managers, partnership strategists, brand directors, digital marketers, and innovation teams.

METHODOLOGY

Trend analysis, innovation labs, case studies, guest insights, and brand storytelling exploration.

CONCLUSION

Participants will leave with fresh strategies and ideas to evolve their sponsorship approach and maximize relevance in a rapidly changing market.

DAILY AGENDA

Day 1: Sponsorship 2026 & Beyond

Understand global trends reshaping sponsorship from transactional to transformational.

Day 2: Tech-Enabled Experiences

Explore how immersive tech and data personalization are changing fan engagement.

Day 3: The Values Shift

Adapt to sponsor priorities around sustainability, inclusion, and purpose.

Day 4: Innovative Formats & Channels

Rethink content, formats, and platforms for delivering sponsor value.

Day 5: Future-Proofing Your Strategy

Design a roadmap for innovation and ongoing sponsor relevance.

For more information, please contact us:
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