

SPONSORSHIP BOOTCAMP

£1.27M INCREASE

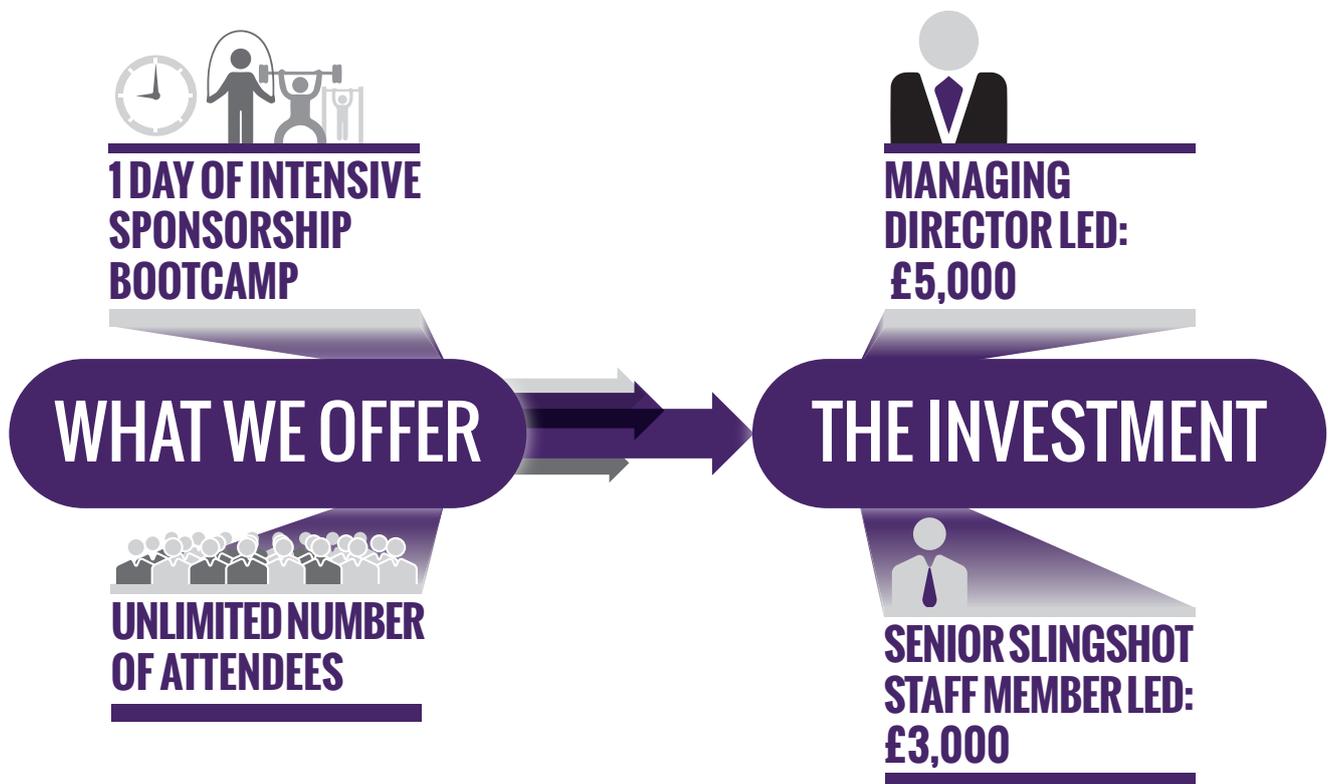
We have helped our Bootcamp clients make an additional £1.27m in sponsorship since we launched the programme in 2011

Award winning international sponsorship agency gets your team inspired by showcasing the future trends in sponsorship.

In an ever-changing world where collaboration is the key to driving innovative ideas in both the digital and physical space, teams need to be forward-thinking in their approach to sponsorship and commercialisation. Through an intensive one day tailored training and workshop session, Slingshot will challenge the norms and outline commercial strategies that can be implemented across your client portfolio – helping drive fresh and inspiring ideas.

With a focus on new methods and alternative viewpoints, Slingshot will help you push the boundaries of what is possible in sponsorship.

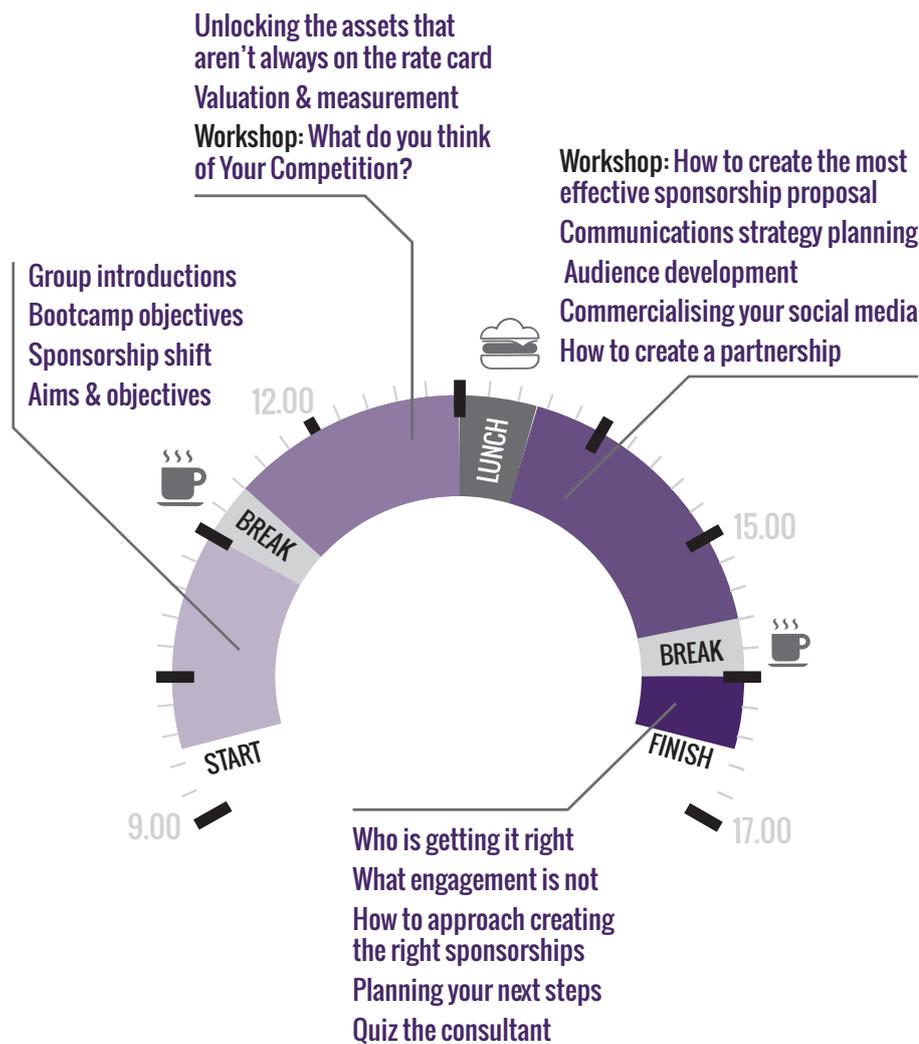
Sessions can be tailored around project teams or led by job roles – from graduates to Director.



Excl. VAT and any travel expenses for Slingshot Staff Members

ONE AGENCY. ONE DAY. YOU.

BOOTCAMP AGENDA



CLIENT QUOTES

As an organisation with a large in-house sales team, it was a big leap of faith for Haymarket to turn to an agency for the What Car? Awards. However, Slingshot has proved that acquiring and managing sponsors is a specialist skill that needs an expert approach. Not only has it been a commercial success, but we have sponsors who are driving real value out of their partnerships.

Andrew Golby
Publishing Director
Haymarket Consumer Media

We have engaged Slingshot Sponsorship on a number of projects in recent years, to bolster my agency's offering and therefore better service our clients. Slingshot understand the sponsorship platform better than any other agency I've come across – they are the true experts and leaders in this field and have delivered great success on a number of projects. I cannot recommend them highly enough, and their knowledge goes well beyond simply sponsorship, with expertise that is very strong across the entire brand marketing mix. With an amazing network of contacts, Slingshot Sponsorship provide an exceptional service and are also great fun to work with!

Eleanor Dudley-Williams
Sales & Marketing Director
The Black Arts Company

SOME QUOTES FROM OUR CLIENTS



The Bootcamp has been an inspiration. Our approach to sponsorship and branding has been completely refreshed and we can't wait to start. We now have the specific skills and inside knowledge to attract partners and sponsors a regional music festival like ours needs.

LIZ PICKERING
MARKETING DIRECTOR
ORCHESTRA IN A FIELD



Home-Start UK had traditionally received over two-thirds of its income from statutory sources. With funding cuts hitting hard and fast we needed to increase our voluntary income significantly. One area we identified as a potential source of support was corporate sponsorship. Although we had experience of engaging corporates for direct donations, sponsorship was going to be a challenge for us.

SUE THORN
HEAD OF FUNDRAISING
HOME-START UK



Thank you so much for the very, very useful and practical session at the Bootcamp. We've got lots of work to do now, and you've inspired us and given us the ideas and the tools to go forward. I hope we'll be able to continue to work with you well into the future.

RUTH STAUNTON
GROUP MARKETING MANAGER
BMJ GROUP



It was amazing bringing Slingshot to Parkinson's UK and I truly believe it was one of the best things I have done whilst working here. The team have changed dramatically since our Bootcamp and its all for the better! Thank you so much.

CHARLENE ASAMOAH,
CORPORATE FUNDRAISING MANAGER
PARKINSON'S UK