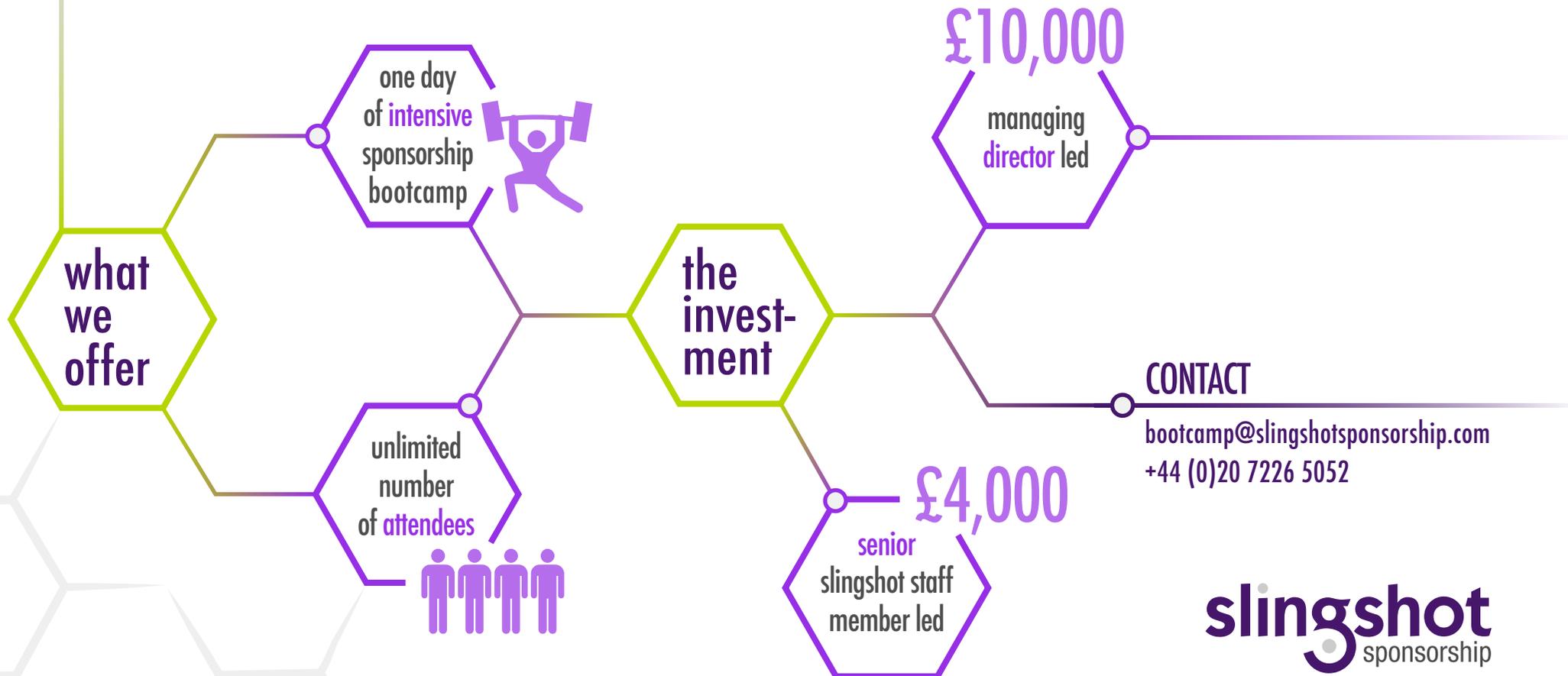


Sponsorship BOOT CAMP

The Slingshot Bootcamp has been undertaken by over 400 rights holders across the world. On average, a Bootcamp client who has never secured sponsorship before should aim to secure their next sponsor in 3 months.

£1.7M

For Bootcamp clients who have existing sponsors, after attending there is an average increase of 30% in sales for the following year. To date, we have helped our Bootcamp clients secure an additional £1.7m in extra revenue. What are you waiting for?



slingshot
sponsorship

BOOT CAMP agenda

09:30 **START**
am

Current sponsorship practices
How the industry has changed

WORKSHOP: How to create the most effective sponsorship proposal

Communications strategy planning
Audience development
Commercialising social media



11 **BREAK**
am



01 **LUNCH**
pm

Creating assets that brands want
Understanding how brands
Value your opportunity
Pricing your package

WORKSHOP: What do you think of Your Competition?



03 **BREAK**
pm



04 **FINISH**
pm

Sales techniques
How to close
Quiz the trainer



SOME QUOTES FROM OUR CLIENTS

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

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

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