

Sponsorship Sales Training

IN ASSOCIATION WITH



OXFORD
BROOKES
UNIVERSITY

**Finding it tough to acquire sponsorship?
Then this 1-day training seminar is for you.....**

**SPECIAL PRICE
FOR MSA LICENCE
HOLDERS &
GUESTS**



Brian Sims is one of international motorsport's most experienced and successful exponents of sponsorship acquisition. The former Marketing Director of the Benetton F1 and the Lola F1 Teams is also the Founder and Hon. Life Member of the Motorsport Industry Association (MIA).

His latest book "**Sports Sponsorship: A Professional's Guide**", published by Autocourse, follows on from the highly acclaimed first edition, which has played a major role in helping motorsport personnel secure meaningful sponsorship, both in the UK and internationally.

Brian is a Guest Lecturer for the World Academy of Sport and also the prestigious FIFA Masters programme. In May, he will be a Speaker at the high-profile Business of Sport conference at Wembley Stadium.

A former professional race driver, Brian has created innovative, successful sponsorship acquisition strategies throughout his 38 year career at all levels of motorsport up to and including F1.

THE SEMINAR IS INTENDED FOR:

Drivers

Managers

Parents

Team's Marketing Personnel

Event Organisers

Club Marketing Personnel

AT ALL LEVELS
FROM GRASS
ROOTS TO
FORMULA 1

MSA Licence
Holders & Guests:

£98

Incl: Buffet Lunch

Non-MSA Bookings
£225

"Sponsorship is the lifeblood of motorsport. It's widely accepted by the business sector as a valuable marketing tool, so why is sponsorship so difficult to acquire?"

For a start, the competition for sponsorship is fierce, with a range of other sports, the arts and the education sector all seeking to get their share.

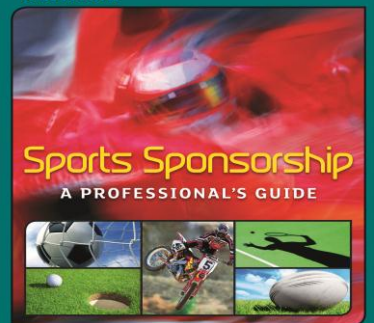
The reality is that most sponsorship proposals fail to meet the criteria that companies have set within their marketing strategies. This is because surprisingly few sponsorship seekers find out or understand what those criteria are and don't tailor their opportunity accordingly.

Too many proposals are about the competitor, not the potential sponsor and are based on assumptions about what will benefit the company.

This Seminar will help increase your chances of securing sponsorship and is based on the practical experiences of my 38 year international motorsport career"

briansims.co.uk

AUTOCOURSE



By Brian Sims

VENUES

May 21	OULTON PARK
May 25	OXFORD BROOKES UNIVERSITY
May 30	BRANDS HATCH
June 07	SNETTERTON
June 18	CASTLE COMBE
June 21	LEEDS
June 26	KNOCKHILL
July 2	SANDOWN PARK / Esher

“ACQUIRING SPONSORSHIP”

SEMINAR TOPICS INCLUDE:

- ✓ what sponsorship can really deliver
- ✓ developing a strategy
- ✓ creating a saleable sponsorship property
- ✓ selecting companies to approach
- ✓ what to research
- ✓ incorporating measurement and valuation
- ✓ getting the first meeting
- ✓ selecting sales tools
- ✓ setting objectives
- ✓ controlling the meeting
- ✓ questions that deliver
- ✓ gaining a commitment
- ✓ effective follow up
- ✓ communication skills
- ✓ retaining sponsors

WHO WILL BENEFIT BY ATTENDING AND WHY?

Anyone who is seeking commercial sponsorship and wants to improve their chances of success by finding out how a top sponsorship sales professional goes about the task.

Unlike many training courses, this seminar isn't just theoretical. Instead, it looks at the real, tough world of sponsorship selling, a place where phone calls aren't returned, where e-mails are ignored and where rude marketing personnel can just reject your proposal without even bothering to read it.

The seminar will help you create an innovative sponsorship property that will stand a much better chance of capturing a prospect's imagination. It will also explain how to select the best companies to approach and how to get that vital first meeting. Then, most importantly, how to get a follow up meeting, which can often mean that you're on your way!

BOOK NOW

DON'T MISS OUT ON THIS UNIQUE OPPORTUNITY

With the special price offered to

MSA Licence Holders

and their Guests

a high uptake is anticipated

PLACES AT EACH VENUE ARE LIMITED

Bookings will be accepted strictly in the order of payments received.

To check availability at each venue and to make your booking, please go to:

www.briansims.co.uk

TIMETABLE AT EACH VENUE:

09.30 Start

16.30 Finish

VENUE Websites & Postal Codes

oultonpark.co.uk	CW6 9BW
motorsport.brookes.ac.uk	OX33 1HX
brandshatch.co.uk	DA3 8NG
snetterton.co.uk	NR16 2JU
castlecombecircuit.co.uk	SN14 7EY
leedsunited.com	LS11 0ES
knockhill.com	KY12 9TF
sandown.co.uk	KT10 9AJ