



# The Sponsorship Handbook: Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers

By Pippa Collett, William Fenton

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*The Sponsorship Handbook* is a practical guide to sponsorship aimed at practitioners both working for sponsoring companies and those searching for sponsorship.

Using the tools, techniques, advice and best practice advocated in this book both sponsors and sponsor seekers will benefit from better servicing and activation once a sponsorship is implemented, with metrics that enable data-based accountability rather than hearsay.

"Everyone in the sponsorship industry, from the biggest events and properties to the smallest, are benefitting from the increasing knowledge, data availability, metrics and professionalism in using sponsorship. *The Sponsorship Handbook* is a part of that process which we hope will bring future success and proven sound results to all in the complex and exciting world of sponsorship."

**—Luis Vicente, Head of Partnerships, Manchester City Football Club**

"An indispensable reference for any marketer who is keen to build his/her brand using sponsorship; the new ascending way to empower brands."

**—Faisal Al-Dail, Saudi Post**

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### Editorial Review

#### Review

'This book successfully creates a step-by-step guide to the industry for use by sponsors, agencies and right holders alike.' (Admap, February 2012)

#### From the Inside Flap

As a young industry, sponsorship needs solid theory and best practice examples through which both sponsors and sponsor-seekers can develop their expertise. Although historically the concern of sports and culture, sponsorship is becoming ever more vital in new sectors, including education, the environment, cities and public bodies, all of which need to learn what companies look for in assessing sponsorship opportunities. Sponsors in turn are receiving up to 300 proposals a week and need progressively greater clarity on strategy if they are to select only the most relevant projects for their brand and business needs.

*The Sponsorship Handbook* will vastly improve the efficiency and effectiveness of the whole sponsorship process for both seller and buyer. It provides information and techniques for managers of sponsoring companies to avoid wasting money on poorly performing sponsorships. Sponsorship seekers will benefit from the insight and tools to develop proposals that cut through and have more chance of leading to a successful sale.

#### From the Back Cover

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### **Bonnie Thorp:**

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