



Sports Sponsorship Strategy and Activation Training Course

21 – 25 December 2026
Amsterdam

Sports Sponsorship Strategy and Activation Training Course

Ref: 1607_218645 **Date:** 21 – 25 December 2026 **Location:** Amsterdam **Fees:** 5700 Euro

Overview

Sports Sponsorship Strategy and Activation Training Course is a one-week professional course for sports rights holders, clubs, federations, event organizers, commercial managers, partnership teams, brand managers, and sponsorship activation coordinators. Participants build a Sports Sponsorship Strategy and Activation Pack connecting rights inventory, audience evidence, propositions, valuation, prospecting, negotiation, rights delivery, activation, measurement, governance, brand safety, and renewal. Agile Leaders Training Center develops sports sponsorship strategy and activation capability.

Who Should Attend

- Commercial and sponsorship teams at clubs, federations, leagues, and events
- Rights-holder marketing and partnership managers
- Brand sponsorship and activation personnel
- Sports event organizers and venue commercial teams
- Finance, legal, research, media, and delivery functions supporting partnerships

The course assumes participants understand their sports property, audience, or brand objectives. It excludes legal advice, formal asset appraisal, media buying, and claims of guaranteed sponsorship sales.

Departments and Industries

The course supports sponsorship strategy across sport organizations, events, venues, agencies, brands, and public or nonprofit sports programmes.

- Sports clubs, leagues, federations, and governing bodies
- Tournaments, events, venues, and organizing committees
- Brands, agencies, media owners, and hospitality partners
- Public sports bodies and community sport programmes
- Commercial, marketing, finance, legal, research, and delivery teams

Learning Objectives

By the end of this course, participants will be able to:



- Build a rights and sponsorship asset inventory
- Use audience and property evidence in sponsorship propositions
- Apply valuation logic, category rules, and package structures
- Design prospecting, negotiation, and contracting controls
- Plan activation, rights delivery, and brand-safety arrangements
- Evaluate sponsorship performance, renewal, and portfolio decisions

Course Agenda

Day 1: Sponsorship Strategy and Rights Architecture

- Sports Property Purpose and Commercial Objective Map
- Rights, Assets, and Inventory Register
- Sponsor Category and Exclusivity Matrix
- Rights Boundary and Brand-Protection Checklist
- Sponsorship Governance and Approval Map

Day 2: Evidence, Propositions and Valuation

- Audience, Reach, and Engagement Evidence Sheet
- Sponsor Objective and Property-Fit Matrix
- Sponsorship Value Proposition Canvas
- Cash, Value-in-Kind, and Cost Assessment
- Tiered Rights Package and Pricing Logic

Day 3: Prospecting, Sales and Negotiation

- Sponsor Market and Prospect Segmentation
- Prospect Qualification and Conflict Check
- Customized Sponsorship Proposal Structure
- Negotiation Scope and Concession Register
- Heads of Terms and Internal Approval Checklist

Day 4: Activation and Rights Delivery

- Activation Objective and Audience Journey Map
- Rights Delivery and Responsibility Schedule
- Content, Hospitality, Event, and Digital Activation Plan
- Responsible Communication and Brand-Safety Controls
- Delivery Evidence and Issue Escalation Log



Day 5: Measurement, Renewal and Portfolio Control

- Sponsorship Indicator and Evidence Catalogue
- Activation Performance and Benefit Dashboard
- Partner Review and Corrective-Action Meeting
- Renewal, Expansion, and Exit Decision Matrix
- Sports Sponsorship Strategy and Activation Pack Capstone

Practical Exercises

The course uses suggested activities to convert sponsorship opportunities into controlled commercial partnership decisions.

- Suggested activity: classify a sports property's rights, assets, categories, and restrictions
- Suggested activity: build a proposition and tiered package for a qualified prospect
- Suggested activity: negotiate rights, value-in-kind, activation, and delivery responsibilities
- Suggested activity: present a Sports Sponsorship Strategy and Activation Pack

FAQs

Who suits sports sponsorship strategy and activation training?

It suits rights-holder commercial teams, clubs, federations, event organizers, partnership managers, brand sponsorship personnel, and coordinators responsible for selling, buying, activating, or measuring sports partnerships.

What is included in a sports sponsorship rights inventory?

An inventory records available marks, naming rights, event and venue exposure, content, media, digital access, hospitality, athlete or ambassador opportunities, community programmes, data permissions, category restrictions, and delivery capacity.

How is a sponsorship proposition different from a generic sales proposal?

A sponsorship proposition connects a qualified sponsor's objectives and audience with defined rights, activation opportunities, delivery evidence, restrictions, value logic, and measurable partnership outcomes.

How should sponsorship activation be governed?

Activation needs approved objectives, rights boundaries, responsibilities, schedules, budgets, content and brand controls, audience safeguards, issue escalation, delivery evidence, and performance reporting.



How is sports sponsorship performance evaluated?

Teams use agreed indicators for rights delivery, audience reach and engagement, content performance, hospitality, participation, brand outcomes, commercial contribution, partner satisfaction, issues, and corrective actions.

Conclusion

Participants take back a Sports Sponsorship Strategy and Activation Pack. The work product connects rights, evidence, propositions, valuation, prospects, negotiation, activation, delivery, measurement, governance, brand safety, and renewal. It supports traceable commercial decisions and accountable partnership performance.