

Sponsorship, sponsorship, patronage: instructions for use



COM-33 2 Days (14 Hours)

Description

Sponsoring, patronage, sponsorship... Setting up partnerships cannot be improvised. This training allows you to identify the partnership system best suited to your strategy, your communication objectives and your budget constraints. You will discover the different fundraising methods, sponsorship strategies and how to promote them.

Who is this training for ?

For whom

Communications manager. Communication Manager. Sponsorship project manager for a company, a foundation or an association.

Prerequisites

None.

Training objectives

- Design and manage a patronage or sponsorship/sponsorship project.
- Find the ideal sponsor or sponsor and integrate their project into the strategy of the company or structure.
- Promote your patronage or sponsorship project/ sponsorship internally and externally.
- Evaluate the impact of your project

Training program

Identifier les caractéristiques du mécénat et du parrainage/sponsoring

- The training program Expand all Reduce all Challenges, actors and territories of patronage and sponsorship/sponsoring.
- The key factors of success and the pitfalls to avoid.
- The legal framework and the law of August 00.
- Scenario Practical workshops to learn the different tools provided by the expert facilitator.

Monter un projet de mécénat ou de parrainage/sponsoring

- The key questions for finding a sponsor.
- Define a sponsorship strategy: corporate foundations, endowment funds, micro donations...
- Participatory financing or crowdfunding.
- Rainfunding.
- The key points of an agreement.
- Using a service provider or a communications agency .
- Scenario Exercises in subgroups and construction of dashboards.

Promouvoir un événement

- Press relations: know how they work and identify the tools (press release, press kit, press conference, etc.).
- Social networks and influencers: amplifying elements of the operation.
- The collaborators, essential allies for the success of a project.
- Scenario Preparation of the communication plan using the proposed grids.

Évaluer la réussite d'une opération et ses retombées

- Measurement indicators based on targets and objectives.
- Press coverage.
- Internal and external measurement tools.
- Scenario Evaluate the impact of your actions based on a case study.