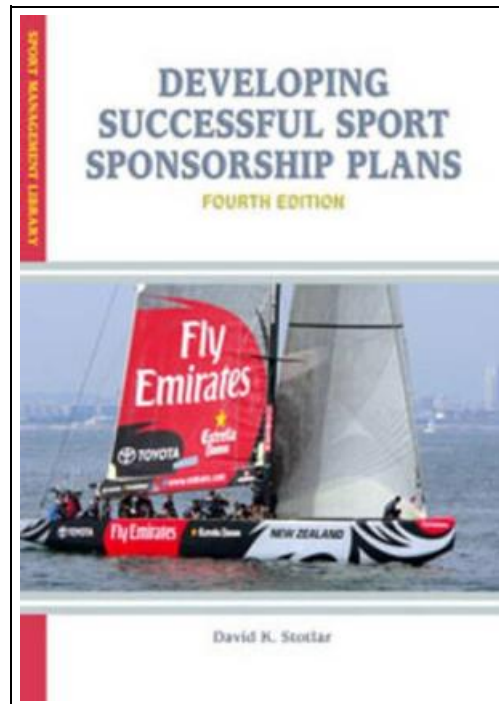


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Reviews

*Merely no terms to spell out. We have read through and i also am confident that i will gonna read yet again again in the future. You will not sense monotony at anytime of your own time (that's what catalogs are for about should you question me).
(Pasquale Larkin I)*

DEVELOPING SUCCESSFUL SPORT SPONSORSHIP PLANS



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Fitness Information Technology, Inc, U.S. Paperback. Book Condition: new. BRAND NEW, Developing Successful Sport Sponsorship Plans, David K. Stotlar, Securing sponsorship deals in sport is more important than ever, but it also presents numerous challenges during difficult financial times. Readers of this revised fourth edition of Developing Successful Sport Sponsorship Plans will learn how to overcome the challenges of securing quality sponsorship agreements. Internationally acclaimed author David K Stotlar guides readers in a step-by-step, sequential process of how to build a quality sponsorship proposal that ensures success. Most of the following chapters also include worksheets that will assist readers in constructing a sponsorship proposal: Understanding Sport Sponsorship; Prospecting for Sponsors; Identifying Sponsor Needs; Olympic Sponsorship Opportunities; Individual Athlete Sponsorships; Financial Implications; Developing Successful Sport Sponsorship Proposals; Securing Sponsorship Agreements. The intent of the book is simple: to provide a workbook that assists readers in creating a sponsorship proposal through well-defined, industry-proven protocol and following that up by securing and managing sponsorship agreements.



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