

Developing Successful Sport Sponsorship Plans Sport Management Library

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Developing Successful Sport Sponsorship Plans

Henry Smith, a partner at risk management firm Control Risks, offers some guidance for would-be investors seeking to unearth opportunity among sport's post-pandemic rubble.

Opinion | Four lessons for dealmakers investing in sports

Shane Lowry is to become an official partner of Offaly GAA for the next five years. S on of the county's former All-Ireland winner Brendan, the county has confirmed that the 2019 British Open golf ...

Shane Lowry confirmed as Offaly GAA sponsor in five-year deal

Sponsorship deals keep elite sport afloat and having ... provide their staff with professional development opportunities that allow for career pathway planning," Adair says.

Call for business to go further in backing sport

Elaborating on the successful sponsorship run, Bisht noted that one of the major reasons behind the team's recent commercial success is its adaptation to the shift in global sports sponsorships ...

IPL 2021: On-ground & franchise sponsorship revenue projected to cross Rs 1100 crore

The European Super League (ESL) was formed, introduced, marketed and suspended; all within less than 60 hours. Florentino Perez's dream project has seemingly shattered due to the political pressure ...

The demise of the European Super League - but is football in safe hands?

For instance, Israel is a virtual unknown in the sporting arena. However, its incredible mastery of technology has quickly established the country as the "Silicon Valley of sports tech." Lee Aviram ...

Israel has now become the 'Silicon Valley of sports tech'

Workshop Organised with APRU Teaches How to Win Heavyweight Brand Sponsorships for Esports Development HONG KONG SAR - Media OutReach - 30 April 2021 - Hong Kong Cyberport and the Association of ...

Cyberport Brings Together Hong Kong and Pacific Rim Youth for Esports Exchange

The supporting grants programme, funded by an annual allocation from the Department of Sport, Arts and Culture, seeks to assist in activating sponsorship for a cross-section of creative projects ...

Applications now open for Basa supporting grants

Montanari praised the role of Qatar Fund for Development (QFFD) and the Darfur project lead by Qatar Charity, as a successful ... contributions to the sponsorship of sports and development ...

Praise for Qatar's efforts for peace, development through sport

KOTA KINABALU: Sabah Badminton Association's (SBA) effort in the development of badminton in the state has just got better after securing sponsorship ... to be successful in the sport and ...

Sabah badminton receives sponsorship

As we move forward with plans ... for developing successful creative approaches to storytelling through marketing and advertising campaigns with countless brands and professional sports teams ...

Timbers And Luckii Announce Multi-Year MLS Sponsorship

Meanwhile, Subahan expressed his gratitude to TNB for extending its sponsorship, which began in 2006, thus ensuring the national hockey league would continue to develop Malaysian ... while UniKL ...

MHL: TNB continues to support Malaysian hockey with RM2 mln sponsorship

It just speaks to one of the challenges: Dr Pepper dropped its naming rights sponsorship when the deal ... which has been one of the most successful minor league operations of the last 20 years ...

Minor league baseball is back. But for Texas Rangers' affiliates, the challenges will continue

Rights are currently split between Channel 9 and Foxtel, with Foxtel-owned Kayo Sports also offering live ... director of strategy and corporate development, before becoming commercial director ...

Former Nine executive Alexi Baker to run the ball for NRL

if it can become more successful and gain in profile, it will help grow football further as a sport which girls and women want to play." It has taken time for that broad vision for the game to ...

FA's Kelly Simmons eager to build on progress of WSL's first decade

As we move forward with plans to expand to ... Watson is widely recognized for developing successful creative approaches to storytelling through marketing and advertising campaigns with countless ...

