



Developing Successful Sport Sponsorship Plans (Sport Management Library)

David K. Stotlar

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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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