

# SPONSORSHIP (PART TWO)

Prepared by: Udornporn Phanjindawan - Personal Assistant to Paul Poole (Bangkok, 2024)

**SPONSORSHIP (PART TWO) is an advanced one-day intensive and highly interactive training workshop for brands who want to unleash the power of sponsorship.**

The workshop is designed to enable delegates to understand:

- The power of sponsorship
- How to find the right sponsorship that best fits your marketing needs
- How to maximise the benefits sponsorship can bring to your business

SPONSORSHIP (PART TWO) is aimed at anyone who is: considering; justifying; re-appraising; seeking; negotiating; implementing; exploiting and measuring sponsorship.

As well as drawing from real-life examples through a series of case studies, the workshop will cover:

## RESEARCH AND DEVELOPMENT

- Sponsorship Audits
- Market Activity Reports - covering sector and competitor analysis

## STRATEGY

- PerforMind™ - a scientific approach to selecting sponsorship criteria and sourcing a sponsorship that is best for the business/brands needs

## EXECUTION

- Negotiating rights and finalising contracts
- Exploiting sponsorship through: sales promotions; direct marketing; PR and advertising
- Measuring sponsorship effectiveness through qualitative and quantitative analysis

SPONSORSHIP (PART TWO) is a practical, hands on experience in which delegates will be guided by experts in the development of strategies for the better understanding of sponsorship and how it can be integrated into many aspects of business.

## DELEGATES WILL DEVELOP AN UNDERSTANDING OF

### WHY BRANDS SPONSOR

- Business needs
- Intellectual property rights
- Opportunity evaluation - maximising its value to business
- Arts and sports case studies
- Learning from other sponsorships

### SOURCING THE RIGHT SPONSORSHIP

- Identifying criteria
- Finding what's available
- Negotiating rights and price

### CREATING SPONSORSHIP EXPLOITATION PLANS TYING TO BUSINESS OBJECTIVES

- Using advertising and PR to exploit the sponsorship
- Creating strategic alliances
- The role of merchandising and licensing
- Mobile and on-line exploitation

### MAXIMISING THE USE OF GRANTED RIGHTS

- Working with sponsors
- Creating new rights

### WORKING WITH RIGHTS HOLDERS TO MEASURE THE EFFECTIVENESS OF THE SPONSORSHIP

- Managing rights holders
- Putting in place measurement processes
- Building the sponsorship relationship - securing repeat



### SUPPORT MATERIALS AND ADVICE LINE

Each delegate will be given a workshop information pack as a take away reminder. All materials will be posted on-line for delegates to access post course.

Delegates will be able to call our advice line, which provides professional and qualified answers to areas that need clarifying post course.

**ADVICE LINE: +66 2622 0605 - 7**

### COACH

#### **PAUL POOLE - Founder, Managing Director and Chairman of Paul Poole (South East Asia) Co., Ltd.**

Paul Poole (South East Asia) Co., Ltd. is an independent marketing consultancy based in Bangkok, Thailand specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands - acting as a catalyst by bringing them together and maximising the relationship.

We have packaged, sold and managed sponsorship and partnership opportunities for a wide range of rights holders and worked with many of the world's leading brands to source and engage the right sponsorships and partnerships for them to maximise.

### GUEST SPEAKERS

The workshop will include a number of guest speakers from the world of sponsorship marketing from both the buy and sell sides.

### VENUE

**COMO metropolitan BANGKOK**, located in the Central Business District, is one of the Thai capital's most unique and elegant event venues, not only modern and chic in design, the venues event spaces offer the latest technical facilities and break-out reception areas.



<http://www.comohotels.com/metropolitanbangkok/about>

### DATES/ITINERARY

#### **THURSDAY 11 AND FRIDAY 12 SEPTEMBER 2025**

- |                      |  |
|----------------------|--|
| <b>09.00 - 09.30</b> | <b>REGISTRATION AND INTRODUCTION</b><br>Why are we here?   |
| <b>09.30 - 10.30</b> | <b>WHY BRANDS SPONSOR</b><br>Business needs.   |
| <b>10.30 - 12.30</b> | <b>WORKSHOP ONE - SOURCING THE RIGHT SPONSORSHIP THAT IS RIGHT FOR YOU</b><br>PerforMind™.   |
| <b>12.30 - 13.30</b> | <b>LUNCH</b><br>With leading sponsorship lawyer and intellectual property rights expert key note speaker.  |
| <b>13.30 - 14.30</b> | <b>CREATING AND IMPLEMENTING SPONSORSHIP EXPLOITATION PLANS</b><br>Using advertising and PR. Creating strategic alliances. The role of merchandising. Mobile and on-line exploitation. |
| <b>14.30 - 16.30</b> | <b>WORKSHOP TWO - EXPLOITING SPONSORSHIP</b><br>Developing exploitation plans.   |
| <b>16.30 - 17.30</b> | <b>MANAGING AND MEASURING SPONSORSHIP</b><br>Working with rights holders to measure the effectiveness of the sponsorship. Securing repeat sponsorship.                                 |
| <b>17.30 - 18.00</b> | <b>END OF WORKSHOP COMMENTS</b><br>Questions and answers.  |
| <b>18.00 - 20.00</b> | <b>EVENING DRINKS - Met</b><br>With two senior keynote speakers from the world of sports sponsorship.  |

**COST:**

**37,500** THB  
incl.VAT

**30% off (super early bird)**  
**until 27.12.24**  
using promo code PP(SEA)CL30

**20% off (early bird)**  
**until 28.03.25**  
using promo code PP(SEA)CL20

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**CONTACT:**

**Paul Poole (South East Asia) Co., Ltd.**

198 Tanou Road, Bovernives, Pranakorn, Bangkok, 10200, Thailand  
Tel./Fax: +66 2622 0605 - 7  
www.paulpoole.co.th

**Paul Poole - Managing Director (English Speaking)**

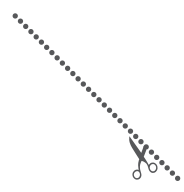
email: paul@paulpoole.co.th  
Tel. +66 8 6563 3196

**Udomporn Phanjindawan - Personal Assistant (Thai/English Speaking)**

email: udomporn@paulpoole.co.th  
Tel. +66 8 6382 9949

**BOOKING CONFIRMATION FORM**

**SPONSORSHIP (PART TWO) 37,500 THB incl.VAT**



Promotional code:  **30% off (super early bird) until 27.12.24** using promo code PP(SEA)CL30  **20% off (early bird) until 28.03.25** using promo code PP(SEA)CL20

Preferred Date:  Thursday 11 September 2025  Friday 12 September 2025

Name: .....

Postion: .....

Company: .....

Telephone: .....

Email: .....

Address: .....

Signature: ..... Date: .....

Please make cheques payable to Paul Poole (South East Asia) Co., Ltd. (37,500THB incl. VAT). Payable by cheque to Paul Poole (South East Asia) Co., Ltd., 198 Tanou Road, Bovernives, Pranakorn, Bangkok, 10200, Thailand. Booking Confirmation Form and payment to arrive no later than Friday 27 June 2025. If you'd prefer to make payment by another method other than by cheque i.e. bank transfer, PayPal / credit card etc. please contact us (details as above).

I accept the Terms and Conditions

**Terms and Conditions. Workshop Booking Terms and Conditions** - All bookings are subject to written confirmation by Paul Poole (South East Asia) Co., Ltd. ('PP(SEA)CL') and are made with the following terms and conditions. **Importance of The Booking Confirmation Form** - All bookings will be regarded as firm and a contractual relationship having been created when PP(SEA)CL receives a completed and signed Booking Confirmation Form together with the correct fee as listed. Reservations will be regarded as provisional until the Booking Confirmation Form and payment are received. Up until that point PP(SEA)CL will be free to accept firm bookings from other delegates/companies. **Confirmation of Final Details** - Delegates and or their companies are required to confirm attendance, including names of those attending and all other arrangements by Friday 1 August 2025. **Cancellation or Alteration** - All notifications of cancellations will only be deemed to be accepted when received in writing. Cancellations are subject to the following sliding scale of charges: Less than 6 weeks in advance of the course: 100%; More than 6 weeks in advance of the course: 70%. PP(SEA)CL reserves the right to change the facilitators and speakers. **Liability and Insurance** - The delegate company will be responsible for meeting the cost of repair or replacement of the workshop venue property that arises from carelessness, neglect or default of any of its delegates. PP(SEA)CL shall not be liable for any claim for injury, loss of or damage to property suffered by delegates or for any claims or damages. Delegates shall ensure that they maintain adequate insurance cover in respect of any injury, loss or damage, which they may suffer. **Health and Safety** - PP(SEA)CL shall not be liable for any health and safety claim for injury, loss of or damage to property suffered by delegates or for any claims or damages. All delegates must familiarise themselves with the fire regulations at the workshop venue and the position of the nearest fire exit. If the fire alarms sound, guests must vacate the building by the nearest exit and must not re-enter the building until instructed to do so. **Cancellation** - PP(SEA)CL reserves the right to cancel any booking without liability on its part, in the event of any damage or disruption to the workshop venue or speaker/facilitator attendance as a result of fire, flood, power failure, industrial action, act of god, weather conditions, illness or any cause beyond its control. In these circumstances PP(SEA)CL will use its best endeavours to assist delegates by rescheduling the workshop. **Settlement Terms** - Payment is due for settlement by Friday 27 June 2025.

With support and enthusiasm from:

