

EQUESTRIAN RIDER

Sponsorship COURSE

Programme Details

WEEK 1

It's all about YOU

- Who are You?
- What's your Stand-Out?
- Understanding your Value
- Establishing YOUR Brand

WEEK 2

Get your Brand in Order

- Creating your Personal Brand Toolkit
- Online v. Offline
- Be SMART and get SEEN

WEEK 3

Creative Content & Perfect Planning

- When, Where and How to Show Up
- The Right Time to say 'NO'!
- Essential Time Management Tools
- Creative Collaborations
- How to get Noticed and Grow your Brand

WEEK 4

Sponsorship Search

- Tips, Tricks and Methods to find your next Sponsor
- How to ensure you get the Value that you Deserve
- Managing Expectations
- Agreements and Contracts
- Key TIPS for growing your team of Sponsors