



# POWER SPONSORSHIP WORKSHOPS 2025

Powered by Kim Skildum-Reid

## Meaning is sponsorship's superpower!

With so much focus on AI, data, and other emerging and rapidly improving technologies, the challenge for sponsors and rightsholders alike is how to embrace the new tech and media landscape, while preserving what makes sponsorship such a powerful marketing tool.

Optimising your sponsorship results means balancing analysis and creativity, empathy and jaw-dropping tech, deep dives and shortcuts.

► **For sponsors**, the result is stronger, more measurable outcomes, finding efficiencies without compromising effectiveness, engendering advocacy, and building brand love.

► **For rightsholders**, the result is more revenue, happier, more engaged sponsors, multi-year deals, easier renewals, and becoming a preferred partner.

### AUCKLAND

Rightsholders – 16-17 July 2025  
Sponsors – 18 July 2025

### SYDNEY

Rightsholders – 22-23 July 2025  
Sponsors – 24 July 2025

FOR RIGHTSHOLDERS:

## Getting to "Yes"

Strategies, secrets, and street smarts for dramatically increasing your bottom line

This two-day workshop for rightsholders is the gold standard for sponsorship training. Kim Skildum-Reid works primarily on the sponsors' side, and knows what they expect, what you're competing against, and what it takes to get them to "yes".

This workshop is highly interactive and incorporates group, small group, and individual exercises, many case studies and examples, as well as ample opportunity for addressing your questions.

### DISRUPTIVE SPONSORSHIP FOR RIGHTSHOLDERS

- The new drivers of sponsorship decisions
- The key differences between successful rightsholders and those who are struggling
- Trends and tech to embrace, and the ones to ignore

### REDEFINING YOUR JOB (HINT: IT'S NOT "SALES")

### THREE THINGS YOU MUST DO BEFORE YOU START SEEKING SPONSORSHIP

### TARGETING SPONSORS

- Creating the best possible hit list with minimum effort
- Pinpointing new sponsors and emerging categories of sponsorship
- The categories of sponsorship you should pursue first

### DEVELOPING YOUR OFFER

- The differences between a great offer and a crap one
- What makes a best practice offer worth so much more than the equivalent old-school offer?
- Finding and hitting a sponsor's hot buttons
- The 100% most important component of any sponsorship offer, three simple ways to create it, and one giant shortcut
- Ensuring the offer benefits your organisation beyond just cash

### WORKING THE ANGLES (AND MAKING YOURSELF LOOK LIKE A GENIUS)

- Disruptive angles and hot buttons that will sell more sponsorship
- Other little-used angles that sponsors love
- Identifying opportunities few others will notice
- Accessing additional, non-marketing funding

### GETTING THE PROPOSAL RIGHT

- The real role of the proposal
- How to build the business case for "yes"
- What a strong proposal looks like
- Pricing, contra, and fee structure strategies

### OFFER KILLERS – WHAT NOT TO DO

### STRUCTURING YOUR PORTFOLIO

- The goal: Maximum flexibility and sponsor appeal
- Foundation sponsorship magic

### SPONSORSHIP SALES CHALLENGES

- Short lead time
- Relatively small audience
- How to target national sponsors if you're a local/regional property
- Budget shortfall
- Replacing a long-term sponsor

### SERVICING: HOW TO KEEP YOUR SPONSORS HAPPY

- Your obligations vs your best interest
- Five must-do strategies to keep sponsors engaged and ensure they get the best possible result
- The rules of flexibility
- Reporting that sponsors will love (and won't make you crazy)

### SPONSOR MANAGEMENT ISSUES

- Low level or disengaged sponsor taking up space where a much better sponsor could be
- Your portfolio is full of rats and mice
- You've got a sponzilla

### IT'S ALL ABOUT THE RENEWAL

- Create a legitimate case for upselling
- Reinventing a stale sponsorship
- Rejuvenating a less-than-perfect sponsor relationship

### MAKING THIS WORK

- Three things to change right now
- Recommended forward plans

## ABOUT KIM SKILDUM-REID



Kim Skildum-Reid is unquestionably one of the sponsorship industry's most influential thought leaders. With over 30 years' experience in corporate sponsorship, Kim is one of very few professionals credited with defining and setting the best practice benchmark for the sponsorship industry. Her inspired, yet practical, approach and refreshing, irreverent style have won her legions of fans.

She has a blue chip list of consulting and training clients spanning six continents,

is author of global industry bestsellers, *The Sponsorship Seeker's Toolkit* and *The Corporate Sponsorship Toolkit*, and commentates to major business media around the world. She is also the brains behind industry hub, [PowerSponsorship.com](https://PowerSponsorship.com).

In addition to training, Kim provides strategic advice, portfolio audits, strategy sessions, and coaching for clients around the world. Find out more about working with Kim on [PowerSponsorship.com](https://PowerSponsorship.com).

#### FOR SPONSORS:

# Corporate Sponsorship Masterclass

Advanced strategies to radically elevate your results, buy-in, and even your job description

This one-day workshop for sponsors combines the most cutting edge strategies and promising trends from around the world, with practical skills, to create huge advances in your sponsorship results.

This workshop is highly interactive, and incorporates group, small group, and individual exercises, dozens of case studies and examples, and ample time to address your questions.

#### DISRUPTIVE SPONSORSHIP FOR SPONSORS

- What it is, why it works, and why it's past time to make the move
- The main drivers of disruptive sponsorship (and it's not tech)
- Harnessing the trends, without following the pack

#### MANAGING SPONSORSHIP IN 2025 AND BEYOND

- Redefining your role
- Redefining sponsorship's role
- The five things you must have to do sponsorship well

#### THE NEW SPONSORSHIP SELECTION

- The most and least powerful benefits
- Warning signs of a difficult partner

#### ADVANCED LEVERAGE SKILLS

- Turn the opportunity you've got into the results you need
- Three strategies for finding the big ideas
- Making the most of emerging and improving technologies and trends: Artificial intelligence, virtual and augmented reality, microtargeting, extreme customisation, data aggregation, and more
- Out-of-the-box leverage "hacks"
- Making an imperfect sponsorship deliver on objectives
- Reinventing a stale sponsorship

## BONUS COURSE INCLUSIONS

Every registered participant will receive one complimentary, formal coaching session with Kim Skildum-Reid, to be used within twelve months after your workshop. This is a US \$770 value. Put Kim to work on your toughest challenges! Just have a quick question? Workshop participants are always welcome to drop Kim a line for a quick chat and some off-the-cuff advice.

Participants in Getting to "Yes" will receive a copy of the fourth edition of industry bestseller, *The Sponsorship Seeker's Toolkit*.

#### MEASUREMENT STRATEGY

- Objectives, benchmarks, and what's worth measuring
- Creating a complete, relevant picture of what a sponsorship achieved
- Creating the report (AKA, If it's not measured, it didn't happen)

#### MAKING THE MOST OF DIFFICULT SITUATIONS

- Short lead-time
- No leverage budget
- Senior-executive pet project
- Uncooperative or unsophisticated partner
- Tough exits

#### PORTFOLIO MANAGEMENT

- Portfolio structures that work, and don't
- Two must-do portfolio audit strategies
- Managing regional management

#### MAKING THIS WORK

- How to sell the new approach upstream
- Three things to change right now

"Thank you for a fantastic day. It was life-changing for me and my career! Will absolutely be recommending this course and your books to everyone."

– Sarah Nickson-Clark, Mediaworks

"Thank you very much for an engaging and motivating few days."

– Haydn Chinn, Cleveland Clinic Abu Dhabi

## Ready to register?

Go to [PowerSponsorship.com/2025Workshops](https://PowerSponsorship.com/2025Workshops) or email the registration form on the back page.

Participants in the Corporate Sponsorship Masterclass will receive a copy of Kim's brand new second edition of her bestseller for sponsors, *The Corporate Sponsorship Toolkit*.

PLUS this never-before offered inclusion: Every participant will be invited to two one-hour live ask-me-anything sessions with Kim. These will be scheduled for September and early December. Recordings will be available afterward for anyone that wasn't able to attend live.

All participants will receive a completion certificate, additional follow-up materials, and recommended reading.

## Reviews from past participants

Here is a small selection of participant feedback over the years. And yes, people have flown in for these workshops from all around the world!

"The best aspect is Kim's hands-on approach – not just being talked at. This philosophy of sponsorship is wonderful – makes sense and feels doable. It's a springboard to a new way of doing business."

– Helen Papadimitriou, Optometry Victoria

"Relevant, to the point. It explains and makes us so aware of what we need to be to obtain and keep a sponsor. The hands-on nature makes it so real. Kim, your enthusiasm and learnings you are prepared to share with us are so inspiring. I have learned some amazing skills and feel I can carry so many of them forward in future roles."

– Carol Harris, ICC Cricket World Cup

"Kim is great. She teaches in a way that is easy to participate and learn. I got so much out of this workshop and I'm excited to get back to work and implement the new tools I have learned."

– Ashleigh Hopping, Cambridge Raceway

"Two full days jammed with practical inspiration and direction – delivered in a dynamic and entertaining style. Wish I'd heard all of this years ago."

– Luisa Schroder, Tauranga Community Trust

"Learned a lot in terms of how to break down various aspects of creating a proposal. A more scientific methodology into doing things than just being 'creative' and winging it and putting logos on everything. This workshop taught me how to add real value to my sponsors."

– Jillian Ilagan, ASEAN Basketball League

"Great workshop! Everything was so clearly explained, interesting, and interactive."

– Zillah Bishop, RAC WA

"Excellent speaker with valuable knowledge. Excellent topics, which were very relevant. Kim is very engaging and she really knows her stuff!"

– Veejal Chauhan, The Skills Organisation

"Best aspects were the open discussion and sharing of context, clear directives, easy to implement concepts, and stressing the importance of system design."

– Alexis Hawke, ACC

"Gave me structure/steps to follow. Really knowledgeable presenter – Kim was awesome. I enjoyed working with others in my line of work. Kim, you're amazing – I'm in awe!"

– Kelly Walden, EMA

"Kim, you are the most inspirational sponsorship person in the world. This is my third workshop with you in the last nine years and I will keep coming!!"

– Lucy Anastasiadou-Hobbs, Hamilton City Council

"Totally applicable immediately!! Good balance of theory presentation with case study examples AND practical workshoping through the process start-to-finish. Kim's experience of working on both sides of the fence – rightsholder and sponsor – means she can tell you what the other party needs/wants/doesn't want."

– Lawrence West, NBL

"A whole new world has been opened up to me. Awesome, clear, concise information and materials, and you are a fantastic, engaging, entertaining facilitator."

– Nicole Kielly-Coleman, QUT

"Thank you for a great workshop. I'm busting with ideas! This was my first formal training in sponsorship after working in the industry for a few years. All the content was really valuable."

– Louise Lynch, CGU

"The best part was the group work and opportunity to apply learned knowledge straightaway."

– Matthew Henry, Australian Ballet

"The workshop was loaded with info, and Kim is a concise and succinct presenter."

– Jann Hing, Australian Institute of Training and Development

"Thank you for an awesome two days – literally the best two days of content in any course/seminar I've been to."

– Dianne McAteer, Northern Mystics

"Kim moves at pace. A lot of quality content covered. Really appreciate the depth of experience and IP sharing."

– Bec Williams, IRONMAN

"Thank you. This really opened my thinking and I'm so happy I was able to attend so early in my career."

– Cameron Clement, Canterbury Rugby Football Union

## Want more participant feedback?

Check out what hundreds of past delegates from around the world have had to say:

[PowerSponsorship.com/sponsorship-workshop-feedback](https://PowerSponsorship.com/sponsorship-workshop-feedback)

# Registration form

Fill out this form completely and email to: [admin@powersponsorship.com](mailto:admin@powersponsorship.com)  
You can also register online at: [www.powersponsorship.com/2025Workshops](http://www.powersponsorship.com/2025Workshops).

## DELEGATE

Name \_\_\_\_\_ Job title \_\_\_\_\_  
Company \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
Phone \_\_\_\_\_ Email (required) \_\_\_\_\_

## WORKSHOP SELECTION

All workshops run from 9:00-5:00 and include lunch and breaks. **Prices are shown without GST. Australian delegates will pay 10% GST, which will be calculated in the payment section.**

### Auckland

Workshops held at the Employers and Manufacturer's Association, Grafton.

- ☐ 16-17 July – Getting to “Yes” (2-day workshop) – AU \$1000  
☐ 18 July – Corporate Sponsorship Masterclass – AU \$700

### Sydney

Workshop location TBD in Sydney CBD.

- ☐ 22-23 July – Getting to “Yes” (2-day workshop) – AU \$1000  
☐ 24 July – Corporate Sponsorship Masterclass – AU \$700

## DELEGATE DISCOUNTS

Although course prices have increased for the first time in well over a decade, there are several discounts available, including the brand new super early bird discount.

### ☐ Super Early Bird Special

Register and pay between 1-31 March 2025 and deduct AU \$200 from the fee for Getting to “Yes”, or AU \$100 from the fee for the Corporate Sponsorship Masterclass.

### ☐ Early Bird Special

Register and pay between 1 April and 11 May 2025 and deduct AU \$100 from the fee for Getting to “Yes”, or AU \$50 from the fee for the Corporate Sponsorship Masterclass.

### ☐ Group Discount

Register four or more people from your organisation for one workshop and deduct AU \$100 from each workshop fee for Getting to “Yes”, or AU \$50 from each workshop fee for the Corporate Sponsorship Masterclass. All group members must be from the same organisation. Not available across multiple workshops. May be combined with other discounts.

### ☐ Charity Discount

Registered charities with legal, charitable status for tax, may take AU \$100 off the registration fee for Getting to “Yes”. This discount may be used in conjunction with other discounts. Your organisation must hold tax deductible status in its own right. Proof of this status must be furnished on request.

### ☐ Partner discount code \_\_\_\_\_

## PAYMENT

Workshop fee: AU \$ \_\_\_\_\_ PLUS 10% GST for AU delegates only: AU \$ \_\_\_\_\_

TOTAL: AU \$ \_\_\_\_\_

### ☐ Credit card (Visa/Mastercard/Amex) or PayPal

A PayPal invoice will be generated via email, allowing you to pay securely online. You do not need to have a PayPal account to pay by credit card. Preferred email for invoice:

### ☐ Direct deposit - Please deposit to the following account:

**Account:** Power Sponsorship  
**BSB:** 012 301  
**Account #:** 1078 19606  
**Bank:** ANZ Bank, Marrickville Metro Branch  
**SWIFT Code:** ANZBAU3M (int'l transactions)

## INSTRUCTIONS, TERMS, AND CONDITIONS

Register online at <http://powersponsorship.com/2025Workshops> or fill out this form completely and email it to [admin@powersponsorship.com](mailto:admin@powersponsorship.com).

Registration will not be accepted without payment. Incomplete forms will not be accepted. Payment will be accepted by credit card, PayPal, or direct deposit only. Do not send a cheque.

Confirmation of your registration and a tax invoice will be e-mailed to you within two working days

of receiving your registration and payment. Please use a separate form for each delegate.

Full refunds will be made for registrations cancelled in writing and received by Power Sponsorship at least 14 days before the workshop. Within 14 days of course commencement, no refunds will be issued. Substitute delegates will be accepted in writing up to close of business the day prior to the workshop.

Power Sponsorship reserves the right not to accept a registration from any individual or company.

Australian delegates must pay 10% GST. GST is not payable by New Zealand or other international delegates.

Power Sponsorship is a division of Pearlwise Pty Ltd, 25 Samuel Street, Sydney NSW 2044, ABN 95062415525.

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