Sponsorship Sales and Partnership Revenue

Sales and Marketing

Course Overview

Sponsorship Sales and Partnership Revenue: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Sponsorship Sales and Partnership Revenue
- Apply practical tools and techniques for Sponsorship Sales and Partnership Revenue in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Sponsorship Sales and Partnership Revenue in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Foundations of Sponsorship Sales and Partnership Revenue: principles, terminology and context
2. The business case: why Sponsorship Sales and Partnership Revenue matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Lusaka	**$1,395**
16 to 20 Nov 2026	Maputo	**$1,450**
30 Nov to 4 Dec 2026	Johannesburg	**$1,550**
7 to 11 Dec 2026	Nairobi	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.