# The Sponsorship Handbook: Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers

By Pippa Collett, William Fenton

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Sponsorship Handbook: Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers, Pippa Collett, William Fenton, The Sponsorship Handbook is a practical guide to sponsorship aimed at practitioners both working for sponsoring companies and those searching for sponsorship. Using the tools, techniques, advice and best practice advocated in this book both sponsors and sponsor seekers will benefit from better servicing and activation once a sponsorship is implemented, with metrics that enable data-based accountability rather than hearsay. "Everyone in the sponsorship industry, from the biggest events and properties to the smallest, are benefitting from the increasing knowledge, data availability, metrics and professionalism in using sponsorship. The Sponsorship Handbook is a part of that process which we hope will bring future success and proven sound results to all in the complex and exciting world of sponsorship." Luis Vicente, Head of Partnerships, Manchester City Football Club "An indispensable reference for any marketer who is keen to build his/her brand using sponsorship; the new ascending way to empower brands." Faisal Al-Dail, Saudi Post.

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