Postgraduate Certificate
Event Sponsorship

tech technological university

Postgraduate Certificate
Event Sponsorship

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/journalism-communication/postgraduate-certificate/event-sponsorship**

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01
Introduction

Event Sponsorship is a way of boosting brands, as it helps to engage directly with target or potential consumers, if the Target of the event is the right one. On the other hand, for an event planner, having sponsors reduces the economic burden and brings prestige, only if it is chosen under the appropriate parameters and professionalism that it deserves. That is why this program seeks to delve deeper into the Event Sponsorship field in order to develop the necessary skills in the professional, which are indispensable when making the right decisions and achieving satisfactory results in the creation of a sponsorship dossier and its implementation. All through the study of the most exclusive content available in the most modern and secure virtual campus, to achieve the qualification in at least 6 weeks.
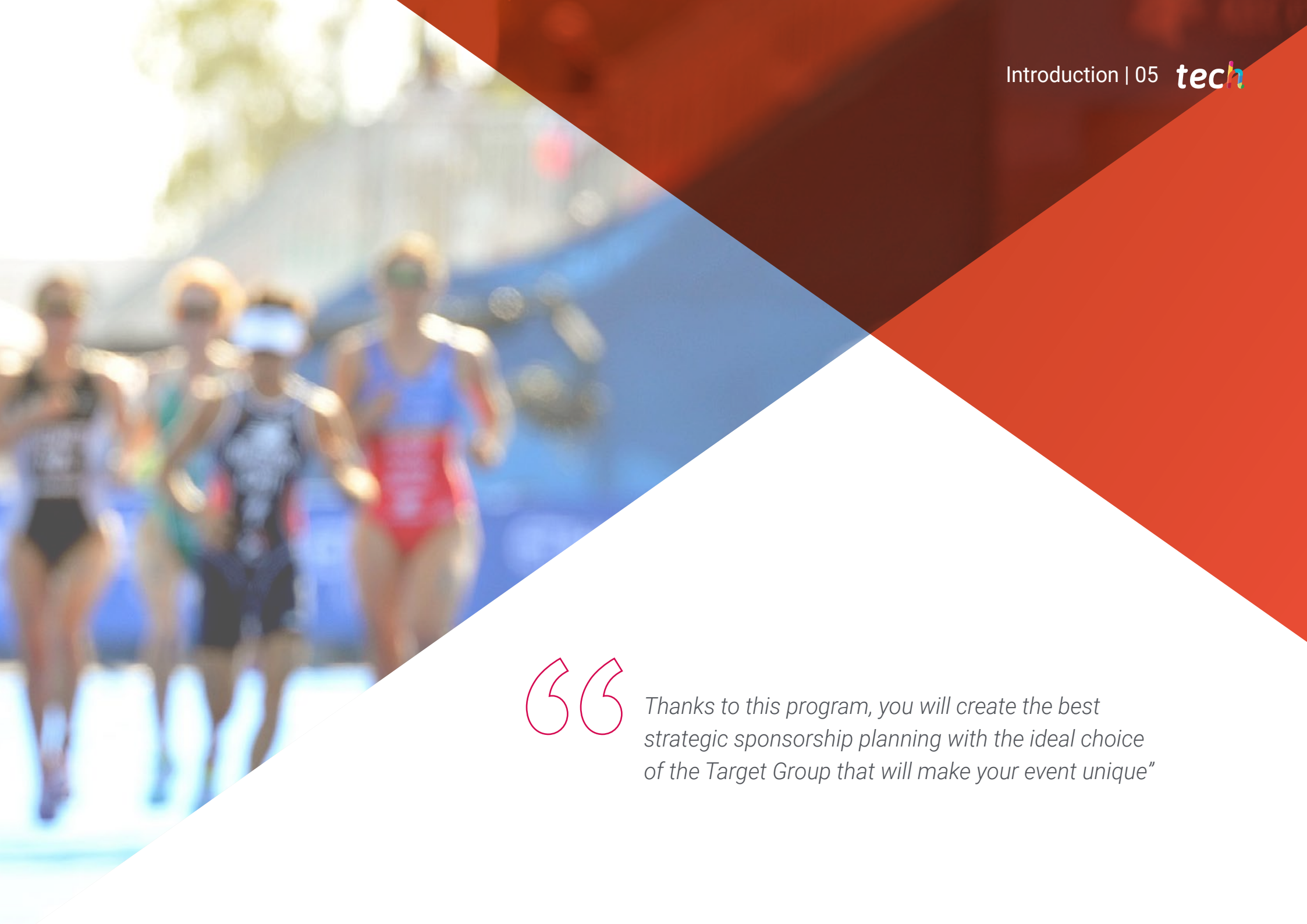
"Thanks to this program, you will create the best strategic sponsorship planning with the ideal choice of the Target Group that will make your event unique"

Event sponsorship is a fundamental factor to take into account when planning the event. Seeking the benefit of the organization, but at the same time of the companies or brands that sponsor is a skill that is generated after exhaustive analysis and studies. Only with concrete knowledge and skills it is possible to create the necessary synergy of the Sponsor with the event and expand the possibilities in front of this opportunity that is called sponsorship.

Preparing the sponsorship dossier and developing it requires understanding the different ways of sponsoring an event, the deontological, legal and Compliance environment of the different sectors, studying and valuing the different ways of sponsoring an event, distributing the spaces to be sponsored, as well as generating sponsorship, Branding and advertising policies according to the event and the possibilities of the space, and knowing the brand and its target audience very well, which in theory is the tip of iceberg.

In this Postgraduate Certificate, we propose to cover all this knowledge, through the most exclusive content selected by expert professionals in the communications and marketing sector focused on the current event management industry, which provides an invaluable experiential value for the student. As well as the most avant-garde methodology based on the Relearning driven by TECH, taught 100% online, with various formats and multimedia resources available from day one, to obtain the certificate in 6 weeks.

This **Postgraduate Certificate in Event Sponsorship** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of practical cases presented by experts in Communication, Marketing and Event Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Mastering event marketing policies is fundamental to make it possible, with this program, you will achieve it"

Enroll now and master everything you need to become a professional in the Events Sponsorship, in just 6 weeks.

Learn how to create a sponsorship dossier like an expert, adapted to the needs of each event.

" *With this program, you will develop the ability to give value to Event Sponsorship as a resource to obtain favorable results"*

The program's teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

This Postgraduate Certificate aims to teach the legal, deontological and Compliance aspects of the different sectors in order to evaluate the correct implementation of sponsorship in events. A program focused on providing the necessary competencies to the professional so that they know how to adequately use this resource, enhancing their profile to take on new challenges in their work environment and perform successfully in a team or individually.

The objective of this Postgraduate Certificate is to help you to become an expert in Event Sponsorships. Enroll and reach your goal"

General Objectives

- Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context

- Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams

- In-depth knowledge of current trends in event management

- Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service

- Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors

- Present the sponsorship dossier

- Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic

Specific Objectives

- Create a sponsorship dossier
- Gain in-depth knowledge of different legal, deontological and Compliance aspects of the different sectors with practical examples
- Study and highlight the different ways of sponsoring an event
- Distribution of the spaces to be sponsored, as well as the development of sponsorship, Branding and advertising policies according to the event and the possibilities of the space
- Learn how to calculate and assign prices to the different elements to be sponsored
- Understand the importance of giving notoriety to the sponsor and, at the same time, generating synergies with the event

Achieving the goal of professionalization is easier for today's professional, with the study system implemented by TECH Technological University"

03
Course Management

TECH with the premise of offering high-level training programs has chosen teachers with a renowned profile in the communications and marketing field, focused on the event management to lead this program. Those who are currently working in the sector with complete success, and thanks to which they will provide the student with a wide knowledge and experience in the topic of study.

Teachers with a specialized profile in the area of events will be in charge of guiding you in this training"

Management

Mr. Gil Tomas, Tommy

- Founder and CEO of Atelier MICE
- Project Management Advisor for the UNESCO World Conference on Higher Education
- Development Director of Creativialab S. L
- Director Barcelona Congréso Médic S. L
- Master's Degree in Marketing Management
- Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- Diploma in Tax Law by ESINE

04
Structure and Content

This Postgraduate Certificate in Event Sponsorship, proposes an exclusive syllabus to provide information on the aspects related to the Sponsors to be involved in the development of the event. With a structure and methodology that allow the professional to advance effectively in their specialization, and through multiple multimedia resources, the progressive and natural learning of the student is facilitated, without large investments of time.

This program gives you the flexibility you need to train for today's fast-paced world"

Module 1. Event Sponsorship

1.1.   Sponsorship Planning and Strategy: Target GroupSelection
  1.1.1.   Aspects to Analyze of the Sector to Be Sponsored
  1.1.2.   Selection of the Best Sponsors
  1.1.3.   What to Sponsor and Reasons for Sponsorship

1.2.   Sector Policies. Code of Ethics. Compliance
  1.2.1.   Code of Ethics for Each Sector
  1.2.2.   Sponsor Data Management
  1.2.3.   Compliance Departments and Their Importance

1.3.   Making the Sponsorship Dossier. Introduction
  1.3.1.   Introduction
  1.3.2.   Identification
  1.3.3.   Objectives

1.4.   Making the Sponsorship Dossier. Technical Data
  1.4.1.   Identification of Endorsements and Guarantors
  1.4.2.   Historical Data
  1.4.3.   Sponsorship Opportunities

1.5.   Sales Price Management
  1.5.1.   Calculate Sponsorship Selling Prices
  1.5.2.   Individual Sale by Concept
  1.5.3.   Group Sales of Different Sponsorships

1.6.   Floor Plans and Locations of Exhibit Areas
  1.6.1.   Creation of the Stands Map
  1.6.2.   What Should Be Included?
  1.6.3.   Attendee Traffic Flow

1.7.   Exhibition Area Planning
  1.7.1.   Visualization
  1.7.2.   Notoriety
  1.7.3.   Volume Equity
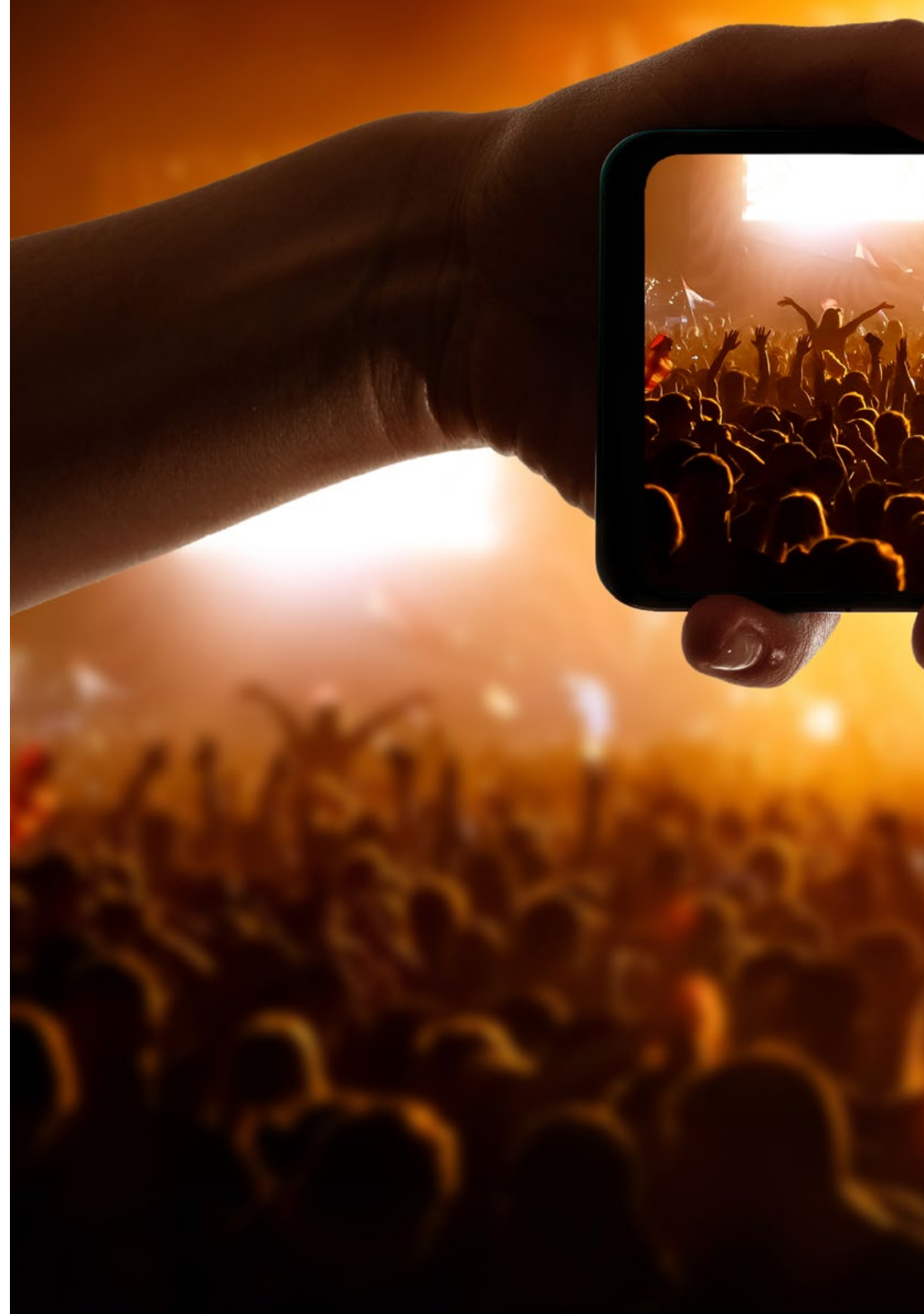
With TECH, it is possible to advance in your professionalization, thanks to the 100% online and Relearning methodology that facilitates the learning process"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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"Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
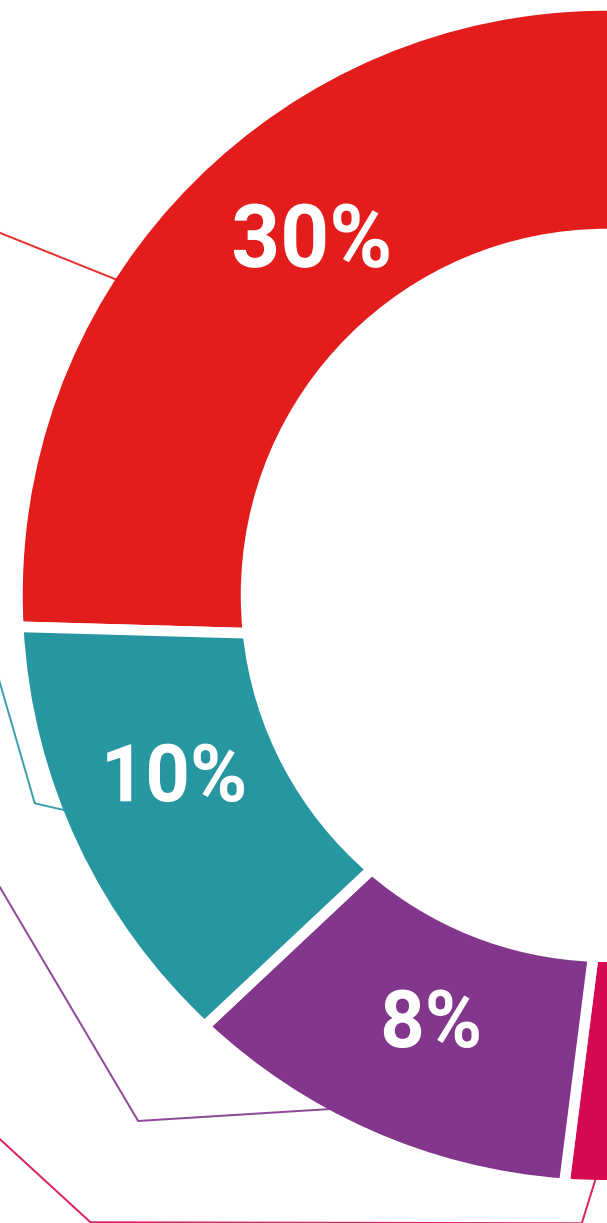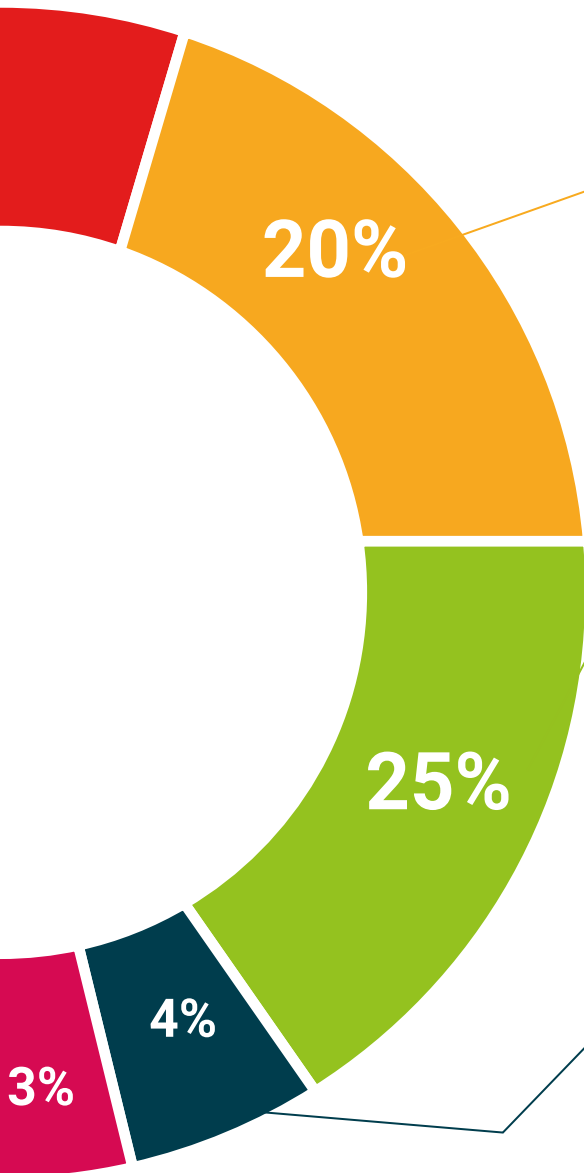
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Event Sponsorship guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Event Sponsorship** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Event Sponsorship**

Official Nº of Hours: **150 h.**

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Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Event Sponsorship

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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