Event Sponsorship



Filesize: 8.99 MB

Reviews

Definitely one of the better book We have possibly read. We have read through and i also am certain that i am going to gonna study once again yet again in the foreseeable future. Once you begin to read the book, it is extremely difficult to leave it before concluding. *(Enrique Labadie)*

EVENT SPONSORSHIP



Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 244 x 174 mm. Language: English . Brand New Book. This introduction to Event Sponsorship provides students with an essential understanding of the important role of sponsorship in an event, how this can be gained and successfully managed to the benefit of both the sponsor and sponsee. The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It considers what sponsorship is, its history and evolution, what its marketing uses are, how it can used efficiently; the benefits it can bring to an event; and how its results can be measured. It also considers other funding sources for events including government grants, crowd source funding and merchandising. To reflect changes in the way firms communicate with their customers, there is a strong focus on the use of social media, e - marketing and technology in sponsorship. The text uniquely considers topics of sponsorship from perspective of both the sponsor and the sponsee (the event) to provide a holistic view of the sponsorship process. Case Studies are integrated throughout to show how both small and large scale events have successfully gained and used sponsorship as well as potential pitfalls to avoid. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students knowledge. This is essential reading for all students studying Events Management.

Read Event Sponsorship Online
Download PDF Event Sponsorship

Other eBooks

=
_

Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications. Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book

***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually… Read Book »

The Case for the Resurrection: A First-Century Investigative Reporter Probes History s Pivotal Event ZONDERVAN, United States, 2010. Paperback. Book Condition: New. 180 x 127 mm. Language: English . Brand New Book. The Case for the Resurrection, a ninety-six-page booklet from bestselling author Lee Strobel, provides new evidence that... Read Book »

		ſ	
		-	

Write Better Stories and Essays: Topics and Techniques to Improve Writing Skills for Students in Grades 6 -8: Common Core State Standards Aligned

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book ***** Print on Demand *****. Mr. George Smith, a children s book author, has been... Read Book »

Read Write Inc. Phonics: Green Set 1 Non-Fiction 4 What am I?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 161 x 109 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books... Read Book »

Read Write Inc. Phonics: Purple Set 2 Non-Fiction 4 What is it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 215 x 108 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books... Read Book »