XCELERATE TRAINING INSTITUTE

your learning & development partner

SALES AND MARKETING

Sports Marketing and Sponsorship Training Course

Building Fan Engagement and Commercial Partnerships in Sport

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	CS-110

Upcoming dates

Dates	Venue	Format	Fee
18 – 20 Jan 2027	Live online	Online (live)	€900
22 – 24 Feb 2027	Istanbul	Classroom	€2,600
3 – 5 May 2027	Kuala Lumpur	Classroom	€3,900
26 – 28 Jul 2027	Live online	Online (live)	€900
9 – 11 Aug 2027	London	Classroom	€3,200
15 – 17 Nov 2027	Manama	Classroom	€2,600

Register or ask a question

Online: x8ti.com/course/sports-marketing-and-sponsorship-training-course/

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Sports Marketing and Sponsorship Training Course

Introduction

Sport is one of the fastest-growing commercial sectors in the Gulf, with major events, professional leagues and rising fan engagement. Clubs, federations and event organisers depend on strong marketing and sponsorship to grow.

This course covers sports marketing, fan engagement, digital channels, sponsorship sales and activation, and measuring commercial results.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the sports marketing landscape
- Build fan engagement strategies
- Use digital and social media in sport
- Develop and sell sponsorship packages
- Activate sponsorships effectively
- Measure sponsorship and marketing return

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a sponsorship proposal and fan engagement plan.

Benefits for Your Organisation

- Growing fan base and engagement
- Higher sponsorship revenue
- Stronger brand partnerships
- Measurable commercial results

Benefits for You

- Sports marketing skills
- Sponsorship sales techniques
- Digital fan engagement knowledge
- Career opportunities in sport business

Who Should Attend

This course is designed for:

- Sports marketing managers

- Club and federation commercial staff
- Event organisers
- Sponsorship managers at brands
- Agency professionals

Course Outline

Day 1: Sports Marketing

- Sports business in the Gulf
- Fans and audiences
- Brand building for clubs and events
- Digital and social media
- Content and storytelling

Day 2: Sponsorship

- Sponsorship models
- Building sponsorship packages
- Valuing sponsorship
- Selling to brands
- Contracts and rights

Day 3: Activation and Measurement

- Sponsorship activation
- Fan engagement campaigns
- Measuring return
- Renewals
- Proposal presentations

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Registration Form

Sports Marketing and Sponsorship Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
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Email this form
info@x8ti.com

Register online
Open the course page