

# Sponsorship in Marketing

Outline Slide Decks

# Sponsorship in Marketing 3<sup>rd</sup> Edition

- The 3<sup>rd</sup> Edition of *Sponsorship in Marketing: Effective Partnerships in Sports, Arts, and Events* has a significant number of new sections, figures, tables.
- Sponsorship is so fast-paced that new examples pop up daily. Therefore, the goal of the outline slide decks is to offer the structure of the book with the visuals related to concepts as found in the book and to let you add your own recent examples.
- Further, given design options available to a users, a simple version of the deck is utilized.