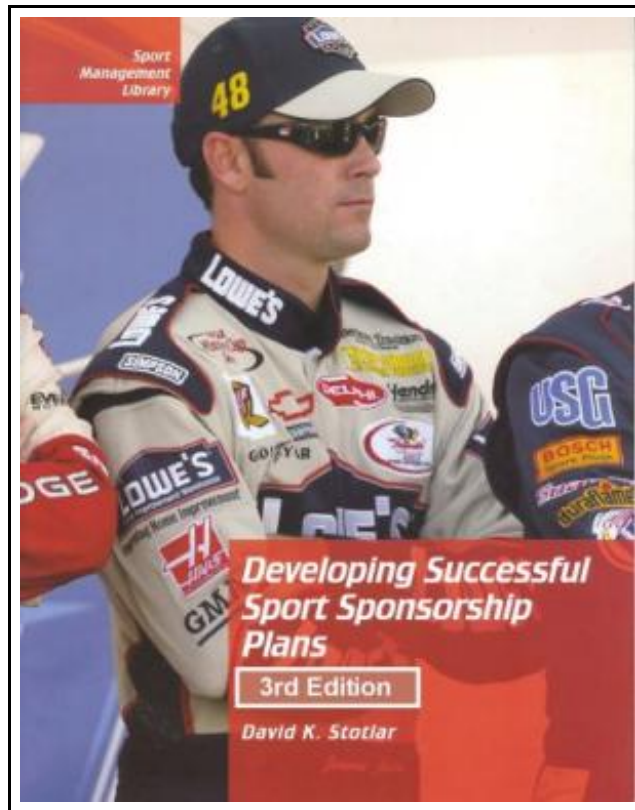


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Fitness Info Tech, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The third edition of *Developing Successful Sport Sponsorship Plans* has evolved through several years of developing, reviewing, and critiquing sport sponsorships and draws on internationally renowned sport marketing professor and author David Stotlara s experience in academia and the sport industry. *Developing Successful Sport Sponsorship Plans, 3rd Edition*, examines sport sponsorship theory from the perspective of the sponsored property, rather than as a marketing tactic. It provides an overview of the theoretical underpinnings of the topic, followed by examples from actual sport sponsorships. The chapters in *Developing Successful Sport Sponsorship Plans, 3rd Edition*, are presented in a sequential process that will provide readers with the opportunity to build a quality sponsorship proposal that ensures success. Understanding Sport Sponsorship Prospecting for Sponsors Identifying Sponsor Needs Olympic Sponsorship Opportunities Individual Athlete Sponsorships Financial Implications Developing Successful Sport Sponsorship Proposals Securing Sponsorship Agreements Managing Sport Sponsorships Many of the chapters in this edition also provide worksheets for use in constructing quality sponsorship proposals. The intent of this book is simple: provide a workbook that assists individuals in creating a sponsorship proposal through well-defined, industry-proven protocol that has been demonstrated to be successful.



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