

The Sponsor Masterclass

Strategy, Leverage & Commercial Impact

Facilitated by **Kim Skildum-Reid**

One of the world's leading sponsorship strategists and thought leaders

Wednesday 17th March 2027
The Westin Brisbane
9:00am – 5:00pm

Advanced strategies, practical insights and smarter approaches to maximising sponsorship performance and commercial return

In today's sponsorship environment, strong partnerships require more than visibility and brand exposure. They demand clear strategy, creative thinking, effective leverage and the ability to demonstrate measurable commercial value.

This intensive one-day masterclass is designed for sponsors looking to strengthen the performance of their sponsorship activity. Drawing on Kim Skildum-Reid's global experience and contemporary sponsorship best practice, participants will gain practical insight into making smarter investment decisions, maximising the value of existing partnerships and creating stronger, more meaningful commercial outcomes.

Highly interactive and outcomes-focused, the workshop combines real-world case studies, group and individual exercises, practical frameworks and dedicated opportunities to address the sponsorship challenges facing your organisation. Participants will leave with strategies they can apply immediately to improve sponsorship performance, strengthen internal buy-in and deliver greater commercial impact.

What You'll Take Away

DISRUPTIVE SPONSORSHIP FOR SPONSORS

- Understanding disruptive sponsorship, why it works and why it is becoming increasingly important
- Identifying the key drivers behind disruptive sponsorship beyond technology
- Leveraging emerging trends strategically without simply following the market

MANAGING SPONSORSHIP IN 2027 AND BEYOND

- Redefining the role of the sponsor
- Reassessing the role sponsorship plays within the organisation
- Understanding the five essential elements required to manage sponsorship effectively

THE NEW APPROACH TO SPONSORSHIP SELECTION

- Understanding which sponsorship benefits deliver the greatest value, and which have less impact
- Identifying the early warning signs of a potentially difficult partnership

ADVANCED LEVERAGE SKILLS

- Turning sponsorship opportunities into stronger, more meaningful results
- Applying three proven strategies to uncover bigger and more impactful ideas
- Maximising the value of emerging technologies and trends: including artificial intelligence, virtual and augmented reality, microtargeting, advanced customisation and data aggregation
- Exploring innovative leverage strategies that can unlock additional value
- Strengthening underperforming sponsorships to better deliver against objectives
- Reinvigorating established sponsorships that have lost momentum

MEASUREMENT STRATEGY

- Setting clear objectives, establishing benchmarks and identifying what to measure
- Developing a complete and meaningful picture of sponsorship performance
- Creating effective reporting that clearly demonstrates outcomes and value

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MANAGING CHALLENGING SPONSORSHIP SITUATIONS

- Navigating short lead times and limited or no leverage budgets
- Managing sponsorships driven by senior executive priorities
- Working effectively with difficult or inexperienced partners
- Managing complex or challenging sponsorship exits

MANAGING SPONSORSHIP PORTFOLIOS

- Understanding the structures and approaches that support effective sponsorship management
- Applying practical audit strategies to assess sponsorship performance and value
- Managing sponsorship activity across different regions or areas of the organisation

EMBEDDING THE APPROACH

- Building internal support for a more strategic approach to sponsorship
- Identifying three practical changes that can be implemented immediately

What You'll Receive

- Full-day catering, including coffee on arrival, morning tea, lunch and afternoon tea
- Digital copies of the workshop presentation materials
- Follow-up resources and recommended reading
- An invitation to an exclusive virtual Ask-Kim-Anything session following the workshop

> *Excellent course that was engaging and worthwhile to take part in. Big thanks to Kim for being such an amazing presenter and facilitator*
>
> **NICK PETERS, MAZDA AUSTRALIA**

> *Kim, your workshops were fantastic! I cannot wait to implement your techniques into my workplace. I loved seeing real life examples and creating real, simple, and exciting leverage ideas that can be easily transferred across a range of our programs and events. Look forward to putting it all into practice. Will be back next year!*
>
> **ASHLEIGH LOWE, CAIRNS REGIONAL COUNCIL**

Meet Our Facilitator - Kim Skildum-Reid

When it comes to sponsorship, few people have influenced the industry quite like Kim Skildum-Reid.

With more than 30 years' experience, Kim is recognised as one of the world's leading sponsorship strategists and thought leaders, helping to shape the best-practice standards used by organisations around the globe.

Working with leading brands and rights holders across six continents, she brings a rare combination of strategic insight, commercial experience and practical know-how. Her engaging, straight-talking approach challenges traditional sponsorship thinking and equips audiences with ideas and strategies they can apply immediately.

Kim is the author of the international bestsellers The Sponsorship Seeker's Toolkit and The Corporate Sponsorship Toolkit, and the founder of PowerSponsorship.com.



Registrations

Early Bird: $550

Early Bird (Group of 3): $1575

Early Bird Before 18/12/2026

Standard: $650

Standard (Group of 3): $1875

All prices include GST.

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Enquiries

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Masterclass-Series.com.au