

The Rights Holder Masterclass

Winning Sponsors & Building Better Deals

Facilitated by **Kim Skildum-Reid**

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

Tuesday 16th March 2027
The Westin Brisbane
9:00am – 5:00pm

Practical strategies, proven insights and smarter approaches to securing sponsorship and growing commercial value

In an increasingly competitive sponsorship market, securing the right partners takes more than a strong property and a standard proposal. It requires a clear understanding of what sponsors are looking for, how decisions are made and how to create an opportunity that stands out.

This intensive one-day masterclass gives rights holders a rare opportunity to see sponsorship from the sponsor's perspective. Drawing on more than 30 years of global sponsorship experience, Kim Skildum-Reid will share the strategies, insights and practical approaches that can help you identify the right prospects, strengthen your offering and build a more compelling case for partnership.

Designed to be practical, engaging and highly interactive, the workshop combines real-world case studies, group and individual exercises, proven frameworks and opportunities to address the sponsorship challenges facing your organisation.

You'll also explore how AI can be used intelligently and effectively throughout the sponsorship process while helping you work smarter and uncover opportunities while maintaining the quality, originality and strategic thinking that successful partnerships require.

What You'll Take Away

DISRUPTIVE SPONSORSHIP FOR RIGHTS HOLDERS

- The evolving factors influencing sponsorship decision-making
- The key distinctions between high-performing rights holders and those facing challenges
- The trends and technologies worth adopting — and those that are unlikely to add value
- Three things you must do before you start seeking sponsorship

TARGETING SPONSORS

- Building a high-quality prospect list efficiently and with greater focus
- Identifying new sponsor opportunities and emerging sponsorship categories
- Determining which sponsorship categories should be prioritised first

DEVELOPING YOUR OFFER

- Understanding the key differences between a strong sponsorship offer and one that fails to resonate
- Identifying what makes a best-practice offer more valuable than a traditional sponsorship package
- Understanding the key priorities and motivations that influence sponsor decision-making
- Identifying the most important component of a sponsorship offer, along with practical ways to develop it more effectively
- Ensuring your sponsorship offer delivers broader organisational value beyond financial investment

MAXIMISING THE OPPORTUNITY

- Identifying fresh commercial angles and sponsor priorities that can strengthen your sponsorship proposition
- Exploring underutilised approaches that can increase sponsor appeal
- Recognising opportunities that others may overlook
- Identifying potential funding sources beyond traditional marketing budgets

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Masterclass-Series.com.au

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GETTING THE PROPOSAL RIGHT

- Understanding the strategic role of the sponsorship proposal
- Building a compelling business case that supports a positive decision
- Identifying the key elements of a strong, contemporary proposal
- Developing effective approaches to pricing, contra arrangements and fee structures
- Offer killers – what not to do

NAVIGATING SPONSORSHIP SALES CHALLENGES

- Managing sponsorship opportunities with short lead times
- Building a compelling proposition for a relatively small audience
- Attracting national sponsors to local and regional properties
- Successfully replacing a long-term sponsor and repositioning the opportunity for market

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 Ask-Kim-Anything virtual session following the workshop

"Totally applicable immediately!! Good balance of theory presentation with case study examples AND practical workshopping through the process start-to-finish. Kim's experience of working on both sides of the fence – rightsholder and sponsor – means she can tell you what the other party needs/wants/doesn't want.

LAWRENCE WEST, NBL

"Really enthusiastic and passionate speaker that makes learning enjoyable and easy. I enjoyed the practical brainstorms that help you develop the skills being taught. I also liked the case studies and examples of sponsorships that really get it!

BENOIT MORANA, CANCER COUNCIL AUSTRALIA

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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