

PERSONAL BRAND & SPONSORSHIP



This unique and effective approach teaches athletes how to connect their personal brand and sponsorship decisions and activities.

Athletes will gain practical knowledge and create useful resources including their personal brand blueprint, sponsorship proposal and sponsorship related social media content.

Facilitated by Vickie Saunders from The Brand Builders, this program is delivered across five modules which range from 60–90 minutes in length. The modules can be delivered sequentially or as standalone sessions with valuable learning outcomes.

MODULE 1

Understanding Personal Brand

Athletes will gain a clear understanding of what personal brand is and how they can use their brand to achieve their goals and work towards their greater purpose.

MODULE 2

Identify Your Brand and Sponsorship Ideas

Athletes will identify the different elements that make up their unique personal brand, and begin to explore the specific ways they can leverage their brand for sponsorship.

MODULE 3

Communicate Your Brand

Athletes will identify the different elements that make up their unique personal brand, and begin to explore the specific ways they can leverage their brand for sponsorship.

- Creating purposeful and effective content
- Communicate your sponsorship journey
- Create your communications library
- Create your simple plan

MODULE 4 & 5

Leverage Your Brand for Sponsorship

Athletes will gain clarity and confidence about their own sponsorship journey, equipped with the tools they need to approach their first sponsor or additional sponsors.

Note: This module is split across sessions 4 & 5