



Sports Sponsorship and Commercial Rights

Course: Media Rights, Ticketing and Fan Revenue



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Introduction:

Sports sponsorship and commercial rights course on media rights, ticketing and fan revenue, held over 5 days for commercial, partnership and fan revenue teams at clubs, leagues and federations, ending with a Commercial Rights and Fan Revenue Plan for a case club or league. Many rights holders sell logo space instead of priced rights, renew partners without evidence and leave broadcast, matchday and supporter data unconnected. Nominees already sell, service or report on partnerships, tickets or memberships and work through case files of rate cards and sponsor reports. CoreConcept Training Center delivers this sports sponsorship and commercial rights course.

Course Objectives:

- Build a rights inventory that lists every saleable asset across kit, venue, digital, broadcast, naming and hospitality
- Value sponsorship packages and set rate cards using audience reach, category exclusivity and comparable deals
- Structure, pitch and negotiate sponsorship agreements and plan activation with partners across the season
- Package broadcast and streaming rights by territory, platform and exclusivity, comparing central and individual selling
- Set ticketing, season pass and hospitality prices and run membership and supporter CRM journeys
- Measure sponsor return and fan revenue performance to support renewal decisions and the Commercial Rights and Fan Revenue Plan

Target Audience:

- Teams responsible for selling and renewing sponsorship and official supplier agreements
 - Teams responsible for servicing partners, delivering activation and reporting sponsor results
 - Teams responsible for packaging and administering broadcast, streaming and content rights
 - Teams responsible for ticketing, season passes, hospitality and matchday revenue
 - Teams responsible for membership schemes, supporter data and fan CRM programmes
 - Teams responsible for merchandise, licensing agreements and brand protection
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Course Outline:

Day 1: Sports Commercial Landscape and Rights Inventory Audit

- Rights Holder Revenue Map Across Sponsorship, Media and Matchday
- Sports Property Types Clubs Leagues Federations and Athletes
- Fan Segmentation by Motivation, Attachment and Loyalty Level
- Rights Inventory Register Covering Kit, Venue and Digital Assets
- Commercial Health Check of Renewal Rates and Unsold Inventory

Day 2: Sponsorship Tiers, Rights Valuation and Media Rights Models

- Sponsorship Tier Structure From Title Partner to Technical Supplier
- Category Exclusivity Rules and Partner Conflict Matrix
- Rights Valuation Using Audience Reach and Comparable Deal Benchmarks
- Central Versus Individual Selling of Broadcast Rights
- Media Rights Packaging by Territory, Platform and Exclusivity Window

Day 3: Sponsorship Sales, Activation, Ticketing and Fan CRM

- Prospect Research and Sponsorship Proposal Deck Construction
- Sponsorship Agreement Term Sheet, Deliverables Schedule and Make-Goods
- Activation Plan Combining Hospitality, Content and Fan Experiences
- Ticketing Price Tiers, Season Passes and Hospitality Packages
- Membership Scheme Design and Supporter CRM Journey Mapping

Day 4: Sponsor Return, Licensing and Commercial Risk Cases

- Sponsor Return Scorecard With Exposure, Engagement and Sales Measures
- Partner Renewal Review and Churn Early Warning Signals
- Merchandise Licensing Agreements, Royalty Models and Kit Supplier Deals
- Ambush Marketing Controls and Trademark Protection Checklist
- Direct-to-Fan Streaming Risks and Broadcaster Relationship Management

Day 5: Case Study Commercial Rights and Fan Revenue Plan

- Case Club Rights Inventory and Valuation Review
 - Case League Media Rights Package and Sales Approach
 - Case Sponsorship Proposal Pitch and Negotiation Exercise
 - Case Ticketing, Membership and Merchandise Revenue Targets
 - Commercial Rights and Fan Revenue Plan Completion
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Skills You Will Gain:

- Sports Rights Inventory Building
- Sponsorship Rate Card Setting
- Sponsorship Proposal Writing
- Media Rights Packaging
- Ticket and Hospitality Pricing
- Supporter CRM Journey Design
- Merchandise Licensing Negotiation
- Sponsor Return Reporting

Why Attend This Course:

- Deliver a Commercial Rights and Fan Revenue Plan for a case club or league to the commercial director and the board for approval
- Decide which rights to bundle, price, hold back or sell to which partners, broadcasters and supporter segments
- Avoid underpriced renewals, category conflicts between partners, ambush marketing losses and unsold matchday inventory
- Coach partnership, ticketing and membership colleagues with the rights register, rate card and sponsor return scorecard

Conclusion:

Back at work, the participant presents the Commercial Rights and Fan Revenue Plan to the commercial director, the partnerships lead and the board finance committee. They use it to agree which rights are priced and offered, how broadcast and streaming packages are taken to market, and which ticketing, membership and merchandise targets the unit carries into the season. After the first partner renewal round and the first season of ticket and membership sales under the plan, the unit should review rate card yield, sponsor return scores, unsold inventory and supporter retention.

Frequently Asked Questions FAQ:

What should participants know before the sports sponsorship and commercial rights course?

Participants should already sell, service or report on sponsorships, tickets, memberships or media rights at a club, league or federation. No specific software is needed; a laptop with a spreadsheet application is used for the rights inventory, valuation and pricing exercises.

How does sports sponsorship and commercial rights differ from general sports management?

It concentrates on the commercial department: valuing and selling rights, packaging broadcast content, pricing tickets and running supporter CRM. General sports management courses cover boards, statutes, budgets and athlete costs, while event marketing courses address promotion of single events rather than season-long rights portfolios.

Why does a rights inventory matter in sports sponsorship and commercial rights work?

A rights inventory shows every asset a club or league can sell and which partner already holds it. Without one, rights are given away inside packages, categories clash between partners and valuation has no base, so renewals are priced on habit rather than evidence.

What do participants take back from the sports sponsorship and commercial rights course?

Participants take back a Commercial Rights and Fan Revenue Plan for a case club or league, with a rights register, rate card, media rights package outline, ticketing and membership targets and a sponsor return scorecard they can adapt to their own organisation.
