



The Business of Sport Marketing

Leveraging Sponsorships for Success



May 21 - 22, 2025



IBA City Campus, Karachi

Program Overview

This workshop offers a unique platform for participants to explore the power of sport marketing as a strategic marketing tool. With the growing influence of sports across various media platforms, the ability to effectively navigate sponsorship opportunities can be a game-changer for businesses.

It is designed to provide a comprehensive understanding of sport sponsorship, offering actionable strategies that will help businesses of all sizes maximize their investments in sports partnerships.

Learning Outcomes

The workshop will focus on the following key objectives:

- ▶ Understanding Sport Marketing: Why sponsor sports? Explore the fundamentals of sport sponsorship, including types of sponsorships, sponsorship rights, and the evolving landscape and opportunities in sports marketing.
- ▶ Maximizing Brand Exposure: Learn how to align your brand with the right sports properties to maximize exposure, how does it fit in the overall DNA of the brand and its long-term business and brand goals
- ▶ Measuring the Impact: Learn how to assess brand exposure and valuation of sponsorship.
- ▶ Strategic Partnerships: Understand the value of forming partnerships with sports teams, athletes, and events that resonate with target audiences.



Topics Covered

- Fundamentals of sport marketing and sponsorship
- How to create relevance of sports for a brand
- Leveraging sponsorship rights and the dynamics of it
- Uplifting brand image through sports



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Who should attend?

Corporate sponsors and marketing executives looking to explore or enhance their sport sponsorship strategies.

Sports industry professionals seeking to build successful partnerships.

Small and medium enterprises (SMEs) who are interested in entering the world of sports marketing.

Sports event organizers and athletes seeking to attract sponsors and secure funding.

Investment

PKR 90,000/- + 5% SST



Dr. Nida Aslam Khan

Assistant Professor and
Chairperson, Marketing
Department, SBS IBA
Lead, Pakistan Sport
Knowledge Cluster



Kiran Sardar Kohati

Head of Marketing and
Corporate Communications,
Millac Foods Pvt. Limited.
Former Media and Project
Lead, HBL PSL



Salman Sarwar Butt

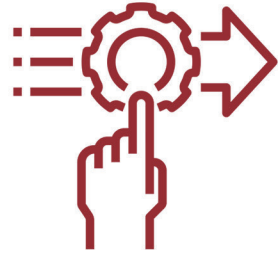
Chief Executive Officer,
Green Peak International Pvt., Ltd.
Former Project Director, PSL

For detailed trainer profile please visit website cee.iba.edu.pk/faculty

Our on-demand courses at a glance



SEAMLESS
REGISTRATION
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ACTIVITY BASED
TRAINING



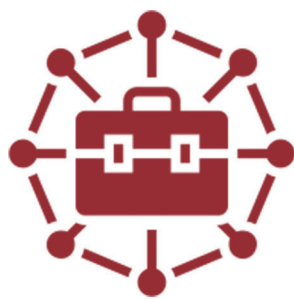
EXPERIENTIAL
TRAINING



8 - 10 HOUR TIME
COMMITMENT



CERTIFICATE OF
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BUSINESS
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Associate Member

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