



The Business of Sport Marketing

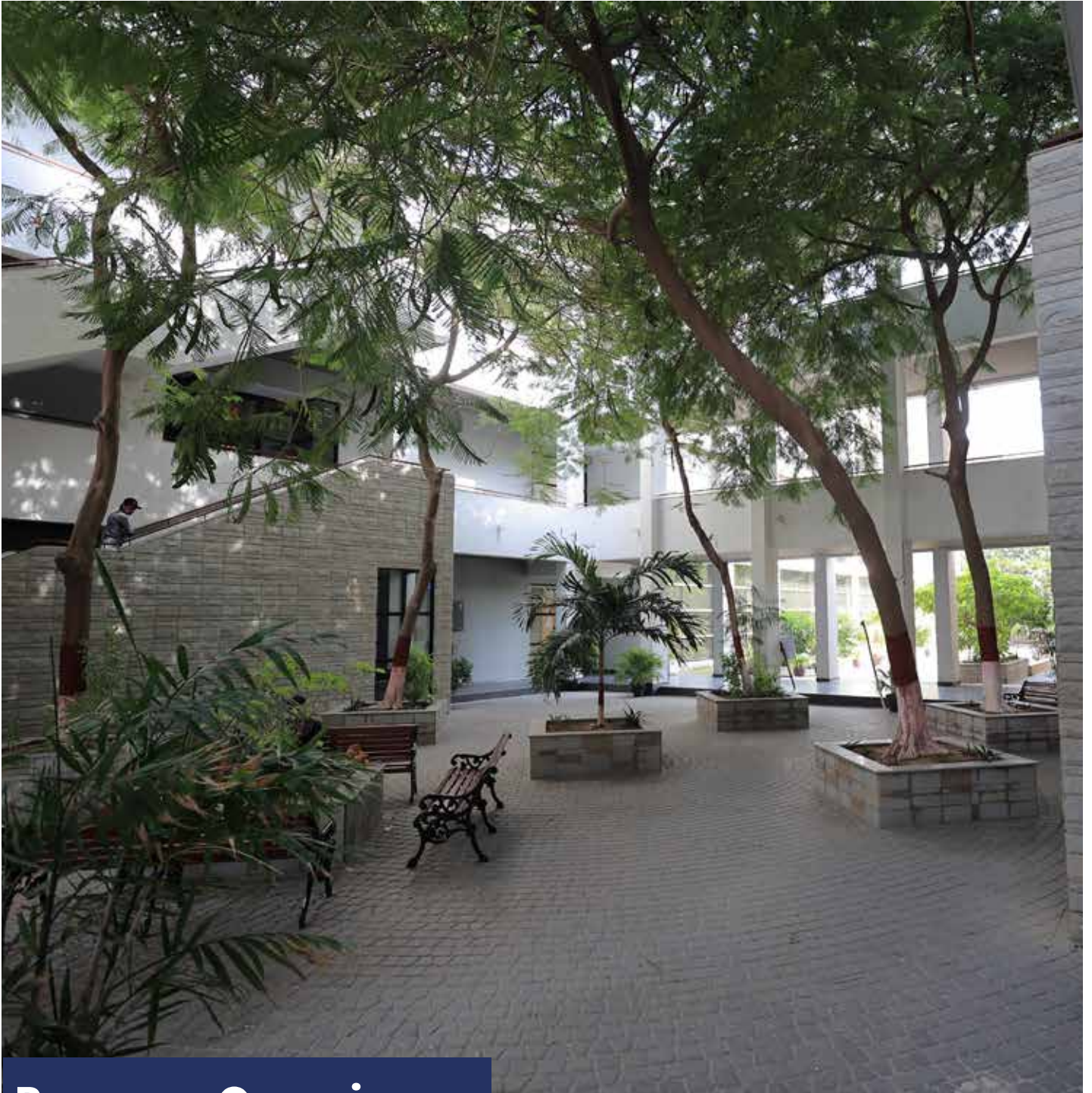
Leveraging Sponsorships for Success



May 21 to 22, 2025



City Campus, IBA Karachi



Program Overview

This workshop offers a unique platform for participants to explore the power of sports 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 sports sponsorship, offering actionable strategies that will help businesses of all sizes maximize their investments in sports partnerships.

Course Outline

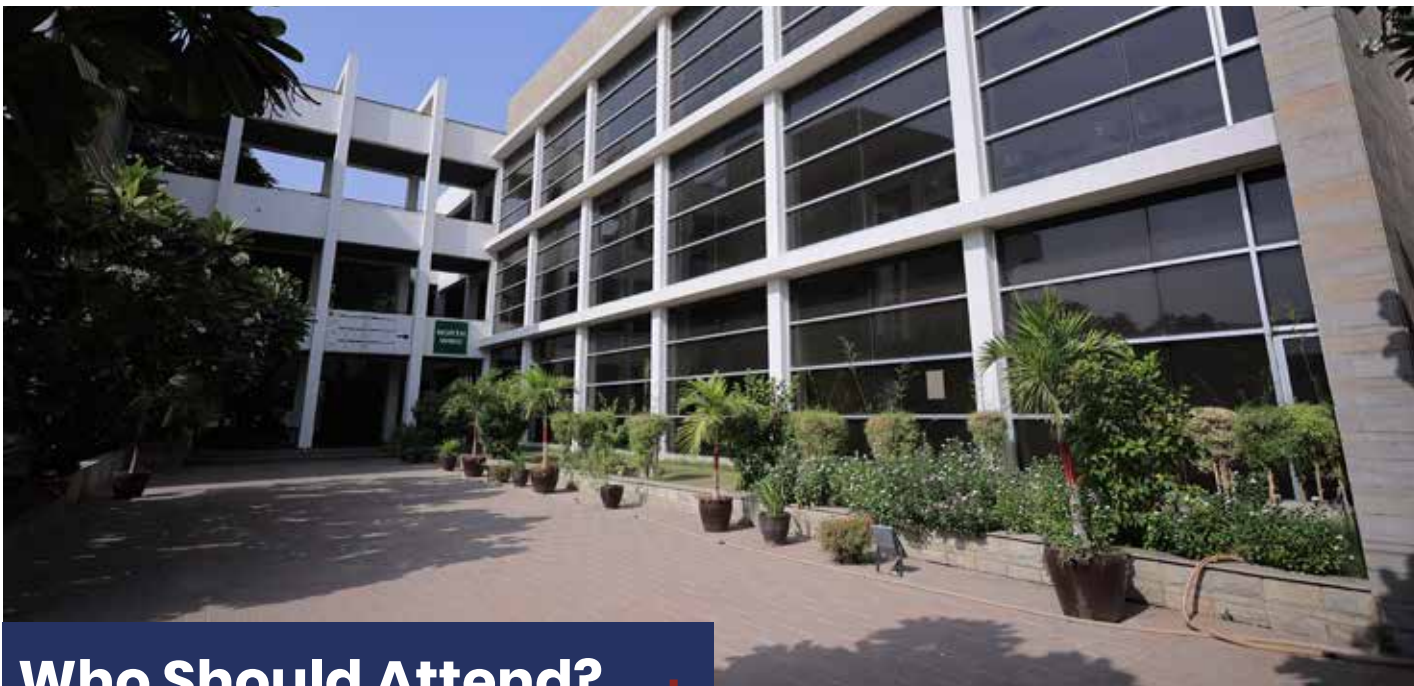
- Fundamentals of sport marketing and sponsorship.
- How to create relevance of sports for a brand.
- Leveraging sponsorship rights and the dynamics of it.
- Uplifting brand image through sports.



PROGRAM 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.



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.

Trainers Profile



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



Fee Structure

PKR 90,000/- (plus 5% SST)



For Registration

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Contact Us



cee.iba.edu.pk



ceeinfo@iba.edu.pk



021-38104701 | 1809, 1812



Plot # 68 & 88 Garden Kiyani Shaheed Road,
Karachi, Sindh, Pakistan



@ceeatiba