Garnet
Garnet Global Training Center

GGT-SP-102

Sports Management & Wellbeing

Sports Marketing & Sponsorship

التسويق الرياضي والرعاية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Sports Marketing & Sponsorship focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Management programs for clubs, federations, venues and workplace wellbeing teams. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Sports Marketing & Sponsorship to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

Who should attend

Club and federation managers, coaches, venue operators and wellbeing leads. Practitioners with one to five years of experience benefit most.

Key topics

- Sport governance
- Commercial and sponsorship
- Venue operations
- Athlete development
- Fan engagement
- Health and wellbeing

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sports Marketing & Sponsorship: principles and standards
- Athlete development
- Measurement and reporting

Day 2 Methods and tools in practice
- Fan engagement
- Health and wellbeing

Day 3 Diagnosis and problem solving
- Sport governance
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Commercial and sponsorship
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Venue operations
- Regional and international case studies

10-day outline

Day 1 Sports Marketing & Sponsorship: principles and standards
- Athlete development
- Measurement and reporting

Day 2 Methods and tools in practice
- Fan engagement
- Health and wellbeing

Day 3 Diagnosis and problem solving
- Sport governance
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Commercial and sponsorship
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Venue operations
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
8–19 Feb 2027	10-day classroom	Abu Dhabi	Arabic	8,950
3–7 May 2027	5-day classroom	Barcelona	English	4,750
7–11 Jun 2027	5-day classroom	Dubai	Arabic	4,750
6–10 Dec 2027	5-day online	Live online	English	2,950
1–5 May 2028	5-day classroom	Singapore	English	4,750
14–25 Aug 2028	10-day classroom	London	English	8,950
18–29 Sep 2028	10-day online	Live online	Arabic	5,450
8–12 Oct 2028	5-day classroom	Kuwait City	Arabic	4,750
14–18 May 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
20–31 Aug 2029	10-day classroom	Amsterdam	English	8,950
1–5 Oct 2029	5-day classroom	Barcelona	English	4,750
17–21 Dec 2029	5-day classroom	London	English	4,750
7–11 Jan 2030	5-day classroom	London	English	4,750
18–29 Mar 2030	10-day classroom	Vienna	English	8,950
15–26 Apr 2030	10-day online	Live online	Arabic	5,450
2–6 Sep 2030	5-day classroom	Abu Dhabi	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/