

The Sponsorship Handbook Essential Tools Tips And Techniques For Sponsors And Sponsorship Seekers

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The Sponsorship Handbook is a practical guide to sponsorship aimed at practitioners both working for sponsoring companies and those searching for sponsorship. Using the tools, techniques, advice and best practice advocated in this book both sponsors and sponsor seekers will benefit from better servicing and activation once a sponsorship is implemented, with metrics that enable data-based accountability rather than hearsay.

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Prevailing Wage

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