

## Lifting the 'Fog' Around Sponsorship

*A new video from the Irish Academy of Public Relations clarifies exactly what is involved in putting together a sponsorship deal. The video aims to lift the 'fog' of confusion about sponsorship, patronage and charity and bring some clarity to the decision making process. It is free to view on YouTube [http://youtu.be/T\\_a2oD0b4Xs](http://youtu.be/T_a2oD0b4Xs)*

November 26, 2013 (FPRC) -- A new video from the Irish Academy of Public Relations [http://youtu.be/T\\_a2oD0b4Xs](http://youtu.be/T_a2oD0b4Xs) helps to dispel some of the 'fog' around sponsorship. 'Charities often seek sponsorship when they are really looking for a donation' said Ellen Gunning, the Academy's Director, 'and companies who sponsor for small amounts of money often feel uncomfortable negotiating the return on their investment' she added.

Whether you are a company looking to invest, or an organisation seeking a sponsor, this video will show you how to go about it. It explains what sponsorship can realistically deliver for your organisation, and looks at the difference between sponsorship and charity.

The video includes some great footage from Chambers Ireland CSR Awards (the Academy were past winners) and the BT Young Scientist Exhibition. It is a useful tool for anyone seeking sponsorship funding from a third party.

Almost everything now is sponsored: sports, art, books, exhibitions, concerts, television broadcasts and even the weather! PR Practitioners and Event Managers need to understand how to negotiate sponsorship deals for their clients.

The Academy teaches online courses in Public Relations and Event Management and has graduates in 27 countries worldwide working in both disciplines.

The Irish Academy of Public Relations Certificate in Public Relations is taught over 10 weeks. Their Diploma in Event Management is taught over 12 weeks. Both courses are tutored by practitioners who work in the industry on a daily basis. The next courses begin online on November 14th 2013. Further details from US tollfree 855-278-0802 or online at [www.irishacademy.com](http://www.irishacademy.com)

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### Keywords

[Sponsorship](#)

[IAPRUS](#)

[YouTube](#)

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