

# ESA

e u r o p e a n  
s p o n s o r s h i p  
a s s o c i a t i o n

To inspire, unite and grow the  
sponsorship industry



[www.sponsorship.org](http://www.sponsorship.org)  
@EuropSponsAssoc

ESA Membership is open to all individuals and companies working in sponsorship. ESA works in partnership to support and grow the industry. From agencies and brands, to rights holders, professional advisors, researchers and suppliers, discover the benefits with a membership level to suit you

## MEMBERSHIP

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**ESA Diploma:** The highly regarded, first professional qualification for the sponsorship industry.

**ESA Sponsorship Sales Certificate:** Build thriving commercial relationships and learn essential sales skills and tools. Discounts available for ESA members

## QUALIFICATIONS

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ESA's events programme around sponsorship skills, insight and industry briefings covers eSports, sponsorship and experiential, to social influencers, negotiation, World Cup reviews and leadership. The majority of ESA-led events are free for ESA members to attend

## EVENTS

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A wealth of information is available to ESA members, including: best practice case studies, guidelines, policy, ESA event presentations and videos, publications and industry statistics

## INFORMATION

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*“ESA membership has allowed McDonald's to gain further insight into the sponsorship industry through best practice guides, legislative updates and the ability to network with others from across the industry at ESA's many events. Being a member also shows our support for the sponsorship industry.”*

**Tom Barnsley, Senior Sports Sponsorship Manager, McDonald's**

Uniting colleagues in the sponsorship industry through an annual programme of business and social networking events. Sign up to our email bulletins as an ESA member, to receive discounts at many industry conferences and events

## NETWORKING

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Celebrating the best of the best campaigns across Europe - the opportunity to showcase your top work and stand shoulder to shoulder with the best in industry

## AWARDS

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Regular e-communications to ensure that ESA members are kept up-to-date with the Association's activities and apprised of upcoming events, member news and member discount offers for conferences, events and qualifications

## BULLETINS

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Latest sponsorship news stories, ESA announcements and ESA member press releases via:

**[www.sponsorship.org](http://www.sponsorship.org)**

## NEWS ROOM

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*“We’ve worked closely with ESA for the past eight years, and Sport England is a staunch advocate of ESA’s educational side of the business, sponsoring the ESA Diploma since its 2012 launch. We look forward to being involved with ESA qualifications for many years to come.”*

**Scott Radcliffe, Head of Partnerships, Sport England**

## ABOUT ESA

The European Sponsorship Association's (ESA) mission is to inspire, unite and grow the sponsorship industry for the benefit of its members.

This unity enables the accelerated growth of brands, by connecting with people through their passions to enhance their experience and forge more meaningful relationships.

We inspire the next generation of marketers by generating insights through innovative thinking and showcasing best in class sponsorship marketing.

*“ With over 10 years' ESA membership already under our belt, MediaCom has found ESA Events to be an invaluable source of information for trends and best practice, and a great arena in which to network. The ESA Awards have allowed MediaCom to showcase our most recent sponsorship campaigns across Europe, plus our involvement with ESA's Media Group enables us to meet up quarterly and openly discuss new media sponsorship concepts.”*

**Misha Sher, Worldwide VP, MediaCom**

## INTERESTED IN ESA MEMBERSHIP?

Become an active member of the sponsorship industry community. To discover the benefits of ESA membership and apply online, visit: [www.sponsorship.org/membership](http://www.sponsorship.org/membership)

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