



Grundlagen zur Finanzierung eines Events und die Möglichkeit des Eventsponsorings (German Edition)

Simone Nitsche

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Akademische Arbeit aus dem Jahr 2003 im Fachbereich Touristik / Tourismus, Note: 1,3, Hochschule Heilbronn (Tourismusbetriebswirtschaft), Sprache: Deutsch, Abstract: Die vorliegende Arbeit beschäftigt sich mit dem Event-Management-Schwerpunkt der Finanzierung. Dabei wird die Kalkulation des Eventbudgets gerichtet erläutert, bevor ein Blick auf die Finanzierungsmöglichkeiten geworfen wird. In einem weiteren Schritt soll darüber hinaus die Finanzierungsmöglichkeit des Eventsponsorings näher beleuchtet werden. Neben den verschiedenen Arten des Sponsorings werden ebenso dessen Vor- und Nachteile diskutiert.

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