



power sponsorship

workshops

It's a Sponsorship Revolution!

The new decade brings new priorities, new accountabilities, and new media. New pitfalls, new measures of success, and countless new opportunities for sponsors and sponsorship seekers.

It is a new era in sponsorship, and the same old approach won't cut it anymore. It's time to stake your claim on the rewards of new thinking, before your competition does.

Global industry leader and bestselling sponsorship author **Kim Skildum-Reid** turns old school thinking on its head, and arms you with world's best practice skills, ideas, and examples that will transform your sponsorship results!

“Whether you are a sponsor or a sponsorship seeker, the return on your investment from these cutting-edge seminars will come back to you many times over.”

Steven Wood Schmader, CFEE,
President & CEO,
International Festivals & Events Association

Auckland

Sponsorship Seekers
23-24 March

Sponsors
25 March

Sydney

Sponsorship Seekers
29-30 March

Sponsors
31 March

Melbourne

Sponsorship Seekers
20-21 April

Sponsors
22 April

Workshop for Sponsorship Seekers

Power Partnerships:

Cutting edge skills for making more money, selling more sponsorship, and standing alone in a crowded marketplace

This two-day, interactive workshop provides a comprehensive, practical approach to raising and retaining more sponsorship and effectively marketing your event. By the time you walk out of this workshop, you will have the mindset, skills, and confidence to make best practice work for you and significantly elevate your results.

- ▶ What you are and who you reach: The basis for more money, more audience, and a lot more sponsorship
- ▶ Using market segmentation to increase your audience, save you money, and become more attractive to sponsors
 - Making the connection
 - Different types of segmentation
 - Research sources, tools, and tips
 - Research on a shoestring
- ▶ The critical importance of a great marketing plan
 - Internal, environmental, and competitor analysis
 - Promotion, publicity, advertising, and marketing
 - Media negotiation strategies
 - Working with sponsors to add meaningful impact to your marketing plan
- ▶ What is modern sponsorship and why it is important to you
 - Growth and trends
 - The new sponsorship model
 - Eye-opening and inspiring case studies
- ▶ The best resources for sponsorship seekers
- ▶ Planning for sponsorship success
 - Assessing your organisation's readiness
 - Selling in a new approach
 - Identifying commercial opportunities
- ▶ Targeting potential sponsors
 - Identifying the best potential partners
 - What you need to know about them
 - How to get this information
- ▶ Creating the offer
 - The big ideas that will make your sales soar
 - Finding out-of-the-box benefits
 - Offer development issues
 - Pricing
 - Proposals that will set you apart
- ▶ The sales process
 - Meetings and other communications
 - Who should sell your sponsorships
- ▶ Closing the sale
 - Negotiating for mutual wins
 - Payment structure options
 - Contract
- ▶ Servicing your sponsors so they renew and recommend you to other sponsors
 - Sponsorship obligations
 - Golden rules of servicing
- ▶ Ensuring the sponsor leverages their investment
 - Your responsibility v. your best interest
 - Planning, tools, and techniques
- ▶ Managing the sponsorship
 - Sponsorship implementation plan
 - Adding value
 - Reinventing the sponsorship
- ▶ Measurement that matters
 - Helping your sponsors understand their real results
- ▶ The renewal process
 - Improving your renewal rate
 - Up-selling existing sponsors
 - Turning your sponsors into advocates

"Kim was fabulous. Her knowledge of the subject matter was extraordinary and her delivery was the best I've witnessed."

- Jack Ingram, Sports Management Department Chair, Pfeiffer University

"I strongly recommend to everyone who wants to be involved in sponsorship to attend Kim's workshop."

- Lucy Anastasiadou-Hobbs, Auckland City Council

"The seminar was the single most useful, simple, and thought-provoking seminar that I have ever attended in my business career."

- Meredith Cotty, Sponsorship & Community Involvement Manager, AMI Insurance

"Get ready for a heavy hitting, no non-sense approach to sponsorship with some humour thrown in for effect. The only sponsorship course you need to attend."

- Chuck Blische (CFEE), Chair, Texas Festivals and Events Association and Executive Director, Fiesta San Antonio Commission

"Anyone who is lucky enough to take a workshop with Kim should concentrate on being a sponge for the entire workshop – this woman is amazing!"

Debbi Grogan, Peak Events



About the Facilitator, Kim Skildum-Reid

Over her 25-year career, Kim has become one of the global thought leaders in corporate sponsorship. On top of her commitments to speaking and writing, she provides expert consulting and coaching to major sponsors across the Asia-Pacific, as well as in-house training and coaching to major sponsors, governments, and sponsorship seekers around the world. Prior to migrating to Australia in 1992, Kim provided advice to many Fortune 500 companies on their major sponsorship portfolios.

Kim has co-authored industry bestsellers, *The Sponsorship Seeker's Toolkit* and *The Sponsor's Toolkit*, and authored *The Ambush Marketing Toolkit* and newest book, *The Corporate Sponsorship Toolkit* (2010).

Kim is also the brains behind the web's most powerful sponsorship destination, and major industry resource, www.powersponsorship.com.

Workshop for Sponsors

Amazing Sponsorship Results:

A cutting-edge, practical approach to selection, negotiation, measurement, and creating leverage programs that really rock!

This full-day, interactive workshop equips corporate and government sponsors with the skills, tools, and mindset to create powerful, cost-effective sponsorship programs that really deliver on objectives and create a major point of difference with competitors.

- ▶ What best practice sponsorship is, and why it is critically important to your brand
 - The unique power of sponsorship
 - Growth and trends
 - The difference between bad, good, and great sponsorship
- ▶ Sponsorship's changing role
 - Major drivers you cannot ignore
 - Its place in your marketing mix
- ▶ Preparing yourself for success
 - Creating your policy and strategy
 - Increasing your skill level
- ▶ The best resources, systems, and tools
- ▶ Choosing the right sponsorships
 - Evaluation criteria
 - Becoming pro-active
 - How to stop wasting your time with bad proposals
- ▶ Negotiation and contracts
 - The new wave in negotiation
 - Structuring payments
 - Contracts
- ▶ Leveraging your sponsorship for maximum results and minimum costs
 - Unlocking your creativity and getting to the big idea
 - Integrating across both existing and emerging marketing media
 - Thinking like an ambusher to get better results from sponsorship
 - More than marketing: Leveraging to achieve overall business objectives
 - Gaining internal support and buy-in
 - Budgets and contingencies
 - Protecting yourself from ambush
- ▶ Best practice measurement
 - Measuring what matters
 - Getting sponsorship research right
 - Creating a comprehensive, defensible measurement report
- ▶ Renewals and exits
 - Assessing sponsee performance
 - Exit strategies

"These workshops have allowed me to develop and present well-received best-practice sponsorship strategies to my organisation during a time of great change and instability."

- Catherine Pola, Branding and Events Officer, Yarra Valley Water

"Kim has the expertise and knowledge which could impress even the most experienced, but presents in a way that is the opposite of drinking from a fire hose."

- Guy Timberlake, Chief Visionary, The American Small Business Coalition

"I found Kim's workshops filled with inspiration and came away with far more information than any other sponsorship workshop I have attended in the past."

- Katie Laux Lucas, Director, Columbus Arts Festival

"Absolutely fantastic and enlightening."

- Kellé Taylor, SKYCITY Entertainment Group

"Clear, concise, and out-of-the-box."

**Christine Filice,
Gilroy Garlic Festival**

Who Attends?

Delegates have represented a virtual who's who of sponsorship – from governments and global corporations, to smaller, resource-limited businesses and not-for-profits, including:

Visa International
Coca-Cola
London Electricity
Motorola
Lion Nathan
UNICEF
Ford
Auckland City
Vodafone
WWF
Meridian Energy
Bell Shakespeare Company
Starship Foundation
Australia Post
Tourism NSW
American Express
Melbourne Racing Club
Telstra
Guinness
Barclays Bank
Te Papa
Panasonic
Commonwealth Bank
Qantas
Adelaide Fringe Festival
News Ltd
KPMG
Sydney Turf Club
Suncorp
IBM
British Telecom
EXP Group (Africa)
MYOB
City of Sydney
Save the Children
McDonald's
Optus
VicRoads
Nortel Networks
ANZ Bank
QLD Performing Arts Trust
Fosters Group
Irish Life
Lipton
Australian Major Events
Mobil
Mission Australia
OgilvyOne Worldwide
Melbourne City Council
One2One Mobile
Canteen
Octagon Prism
Australian Red Cross
Singapore Sports Council
Air New Zealand
Shell
QBE Australia

Bonus Post-Workshop Support

Every Power Partnerships course delegate receives a copy of *The Sponsorship Seeker's Toolkit 3rd Edition*. Every Amazing Sponsorship Results delegate receives an advance copy of new book, *The Corporate Sponsorship Toolkit*. Both books and their accompanying CD-Roms are packed with practical tools, templates, case studies, and checklists.

Plus, every delegate receives one complimentary coaching session with Kim Skildum-Reid (regular price AU \$875). Put a global thought-leader to work on your toughest challenge, at no charge!

Ready to register?

Online Registration:

<http://powersponsorship.eventbrite.com>

Fax/Email:

Use the registration form on the back

Registration Information

Fill out this form completely and fax to Australia (61-2) 9475 0118 or email to admin@powersponsorship.com. You can also register online at <http://powersponsorship.eventbrite.com>.

Delegate

Name _____
Job title _____ Company _____
Address _____
City _____ State _____ Postcode _____ Country _____
Phone (with country code) _____
Email (required) _____

Workshop Selection All workshops run from 9:00-5:00 and include lunch and breaks

Auckland

Workshops held at Chapman Tripp, Albert Street, Auckland

- 23-24 March: Power Partnerships (2 day workshop), AU \$900
- 25 Mar: Amazing Sponsorship Results, AU \$550

Sydney

Workshops held at Thinkspace, Macquarie Training Centre, Hunter Street, Sydney

- 29-30 Mar: Power Partnerships (2 day workshop), AU \$990 incl GST
- 31 Mar: Amazing Sponsorship Results, AU \$605 incl GST

Melbourne

Workshops held at Australian Institute of Management, Fitzroy Street, St Kilda

- 20-21 Apr: Power Partnerships (2 day workshop), AU \$990 incl GST
- 22 Apr: Amazing Sponsorship Results, AU \$605 incl GST

Delegate Discounts

Australian delegates

- Early Bird Special – Register and pay by 12 February 2010 and deduct AU \$55 off the registration for Amazing Sponsorship Results or \$110 off the registration for Power Partnerships
- Deductible Gift Recipients – Take AU \$110 off the registration fee for Power Partnerships. This discount may be used in conjunction with early bird pricing. Your organisation must hold tax deductible status in its own right. Proof of this status must be furnished on request.

New Zealand delegates

- Early Bird Special – Register and pay by 12 February 2010 and deduct AU \$50 for Amazing Sponsorship Results or AU \$100 off the registration for Power Partnerships
- Tax Deductible Charities – Take AU \$100 off the registration fee for Power Partnerships. This discount may be used in conjunction with early bird pricing. Your organisation must hold tax deductible status in its own right. Proof of this status must be furnished on request.

Payment

Total fee: AU \$ _____ Visa Mastercard Direct deposit

Cardholder name: _____

Card number: _____ Expiry date: _____

Cardholder signature _____

Direct deposit details Bank: ANZ, Marrickville Metro, Marrickville NSW 2204 Australia
Account name: Power Sponsorship BSB: 012 301 Account #: 1078 19606

Instructions, Terms, and Conditions

Register online at <http://powersponsorship.eventbrite.com> or fill out this form completely and fax it with payment to (61-2) 9475 0118 or email it to admin@powersponsorship.com.

Registration will not be accepted without payment. Incomplete forms will not be accepted. Payment will be accepted by credit card or direct deposit only. Do not send a cheque.

Confirmation of your registration and a tax invoice will be e-mailed to you within one working day of receiving your registration and payment. Please use a separate form for each delegate.

Power Sponsorship reserves the right not to accept a registration from any individual or company.

Full refunds will be made for registrations cancelled in writing and received by Power Sponsorship at least 14 days before the workshop. Within 14 days of course commencement, no refunds will be issued, Substitute delegates will be accepted at any time.

The fee for Australian delegates is GST inclusive. Power Sponsorship is a division of Pearlwise Pty Ltd, 25 Samuel Street, Tempe NSW 2044, ABN 95062415525.

“Go learn what she has to offer before your competition does.”

**Steven Remington, Director of Festivals & Events,
Tempe Festival of the Arts**

Power Sponsorship

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