



How and Why Sponsorship Can Impact Your Organization

Wednesday, May 13, 2009
Norwood Hotel – 112 Marion St.

ABOUT THE SESSION

In Canada today over \$1.2 billion is invested in sponsorship through sport, causes, fairs, festivals, events and educational institutions. So how much revenue are you receiving? This luncheon session will outline what sponsorship is today with tangible industry examples. It will clearly define the difference between real sponsorship revenue and “begging for money from your core constituents”.

The session will provide an overview of the sponsorship, define it versus “philanthropy” and then illustrate key steps to moving forward with a professional strategic sponsorship plan that can generate additional dollars to your bottom line. You will learn how to determine what real sponsors are looking for from you (no it is not another logo on your web site) and how much they will pay for such benefits.

ABOUT THE SPEAKER

Brent Barootes is President and Senior Consultant of the Partnership Group – Sponsorship Specialists, a Calgary based national sponsorship consulting firm. Brent has worked directly or indirectly with many Canadian non profit and charity organizations, sport events, service clubs, member associations, professional and amateur sports teams, as well as major corporations to develop, design, and build effective sponsorship programs. His expertise includes sponsorship valuations and audits, inventory/benefit development, package development, and mentoring of staff and volunteers for both corporations engaging in sponsorship as well as charitable, non profit and for profit events and organizations.

Brent has spent over 20 years in the industry working for professional sport organizations, broadcast sponsorship, Director of Development for a national Canadian charitable organization and developed and delivered profitable sponsorship programs resulting in above average return on investment for both properties and sponsors.

Brent has provided services directly to such organizations as MS Society of Canada – Alberta Division, Manitoba Division, Calgary Chapter and National office, The Rotary Club of Calgary, Airdrie Chamber of Commerce, Westerner Park, Olds Agricultural Society, World Vision Canada, Canadian Red Cross, Youth Emergency Shelter Society, Airdrie Festival of Lights, Canadian Breast Cancer Foundation, Canadian Cancer Society, Alberta Amateur Baseball Council, 2005 Canada Summer Games, 2005 Saskatchewan First Nation Games, Saskatchewan Roughrider Football Club, Calgary Centennial Arenas, South Fish Creek Recreational Association, and many others.

AGENDA

- 11:30 a.m. Registration & Networking
- 12:00 Noon Luncheon / Speaker
- 1:30 p.m. Adjournment

REGISTRATION FORM

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ PROV _____ POSTAL CODE _____

TEL: _____

EMAIL _____

FEES:

- AFP Members - \$25.00
- CAGP Members - \$25.00
- Non-Members - \$40.00

PAYMENT:

- Cheque (Payment On-Site) – Payable to AFP Manitoba Chapter
- Please Invoice – Provide Contact Person's Email:

- _____ Visa _____ Mastercard

_____ (Exp. mm____/yy____)

NOTE: Visa transactions are processed through the Victoria Hospital Foundation.

SPECIAL DIETARY REQUIREMENTS

- Allergies
- Vegetarian

Note your allergies: _____

HOW TO REGISTER

FAX COMPLETED FORM TO 897-8094

Or

IF MAILING SEND ORIGINAL FORM AND PAYMENT TO:

Lise Carbonneau, Administrator
AFP Manitoba Chapter
950 Borebank Street
Winnipeg, MB R3N 1G6

Tel: (204) 832-1512 / Fax: (204) 897-8094
Email inquiries: whirlwind@shaw.ca

Registration deadline is 4:30 P.M. on FRIDAY, MAY 8, 2009

Cancellation Policy: Substitutions are welcome. However should you wish to cancel full refunds are provided up to May 8, 2009. No-shows are subject to the full event fee.