

NEW!

Advanced Sponsorship Planning (1 Day)

Moving Beyond Selling Tactics to Strategic Partnerships

October 20, 2009—Ottawa • April 21, 2010—Vancouver

You asked for it – You Got It!

This one-day workshop is a follow-up to CMG Canada's highly acclaimed *Designing and Selling Your Sponsorship Program* which has helped hundreds of participants achieve better results from their sponsorship programs.

The Advanced Sponsorship Planning workshop is designed for sponsorship professionals from the **association, non-profit** and **public sectors** that have a minimum of **three (3) years direct experience** developing and implementing sponsorship programs. This interactive session will provide you with the strategies and tools to take your sponsorship program to the next level and build your capacity to generate revenue in a tough economic environment.

YOU WILL LEARN HOW TO:

- Adapt your current sponsorship program to rapidly changing corporate priorities;
- Segment and leverage your audience (s) to create multiple, sustainable sponsorship revenue streams for your organization;
- Leverage your brand and position your sponsorship opportunities to stand out in a competitive marketplace;
- Demonstrate to potential sponsors the relevance of your sponsorship opportunity to their business and how you can help move customers through the buying cycle;
- Develop more compelling sponsorship packages;
- Rationalize the price (and value) of your sponsorships;
- Implement a professional Sponsorship Sales Program;
- Implement a structured Sponsor Renewal Program.
- Implement a value-added Sponsor Incentive Program that rewards companies that invest with you over the long-term.



Session Leader:

Bernie Colterman,
President,
Colterman Marketing
Group (CMG) Canada

Throughout his 20 year sponsorship career, Bernie has facilitated hundreds of sponsorships for both industry and government organizations; raising over \$25 million in cash and in-kind services.

Your investment: \$450.00 + GST, save \$50.00 by registering 30 days prior!

REGISTER ONLINE NOW!

www.coltermangroup.com/workshops & events or Call 613-731-9851 x28

"I would highly recommend registering for a seminar with The Colterman Marketing Group. As a not for profit that raises 50% of its revenue through the corporate community we constantly need to evaluate and create value in our sponsorship and partnership opportunities, especially in an economic downturn. Bernie Colterman provided real tools and resources to help our organization create a comprehensive and successful sponsorship program, that offered real value and a return on investment to our partners." Jackie Isada, Senior Economic Development Officer, Burlington Economic Development Corporation



Clarity • Action • Results

Other Workshops coming this Fall!

Revenue Generation BOOT CAMP (1 Day)

September 30, 2009 • Toronto • Ryerson University, 55 Gould St.
Investment: \$450.00 + GST

Designing and Selling Your Sponsorship Program (2-Day)

October 7 & 8, 2009 • Toronto • Ryerson University, 55 Gould St.
December 2 & 3, 2009 • Ottawa • RA Centre, 2451 Riverside Dr.
Investment: \$595.00 + GST

[SAVE \\$50.00](#) by Registering 30 days prior to any workshop!
Register Online @ www.coltermangroup.com / workshops & events

Subscribe to Bernie's Blog: www.berniecolterman.ca

Stay up-to-date and share your comments!



Insights on finding, keeping and leveraging
Sponsors & Partners...



About Colterman Marketing Group (CMG) Canada

Since 1996, Colterman Marketing Group has been providing forward-thinking, practical solutions to its public sector, non-profit and association clients on how to achieve the greatest return on their marketing investments.

CMG Canada specializes in the following core marketing disciplines: strategic marketing planning, sponsorship assessments and strategies, partnership development, sales strategies and programs, event marketing and exhibit management. For more, please visit www.coltermangroup.com.

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