

Mark Your  
Calendar!

# Designing and Selling Your Sponsorship Program (2-Day)

*A Professional Approach to Generating Sponsorship Revenue*

October 7 & 8, 2009—**Toronto** • December 2 & 3, 2009—**Ottawa**

Now in its 5<sup>th</sup> successful year, this two-day workshop is ideal for professionals who are responsible for driving revenue for their organization and want to take an organized, professional approach towards designing and selling their sponsorship program.

The unique, interactive program has helped hundreds of professionals take a more strategic approach towards sponsorships. It takes you through a proven **end-to-end design and sales process** that has been used to generate more than \$25 million in sponsorship revenues. The **Course Workbook** guides you through the process for creating your own Customized Sponsorship Program. When you finish the workshop you will walk away with a clear **Action Plan** that is ready to implement.

Participants will also learn a proven technique that has been used to assess the value of over **600 unique sponsorship properties**. This successful formula can be used to determine the value of print and online logo placement, signage, advertising, speaking opportunities, product sampling, use of distribution lists and other common sponsor benefits.

#### YOU WILL LEARN HOW TO:

- Create a sponsorship program that is relevant to today's corporate priorities;
- Identify assets that can be leveraged with potential sponsors;
- Determine the value of your sponsorship offerings;
- Package your sponsorship assets;
- Position your sponsorship opportunities in a competitive marketplace;
- Identify the most likely sponsors and make contact with prospects;
- Develop customized sponsorship packages that push prospect "hot buttons";
- Prepare professional collateral, proposals and sponsorship agreements.
- Launch an organized sales program;
- Manage sponsorship agreements;
- Retain sponsors.



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: \$595.00 + GST, save \$50.00 by registering 30 days prior!

**REGISTER ONLINE NOW!**

[www.coltermangroup.com/workshops & events](http://www.coltermangroup.com/workshops&events) or Call 613-731-9851 x28

*"I was impressed with the solid, knowledgeable presentation as well as the content of the workbook material. It was a no-nonsense learning experience, and included a tool kit that has had an immediate and practical impact."*

Daniel Tessier, Geomatics Industry Association of Canada



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

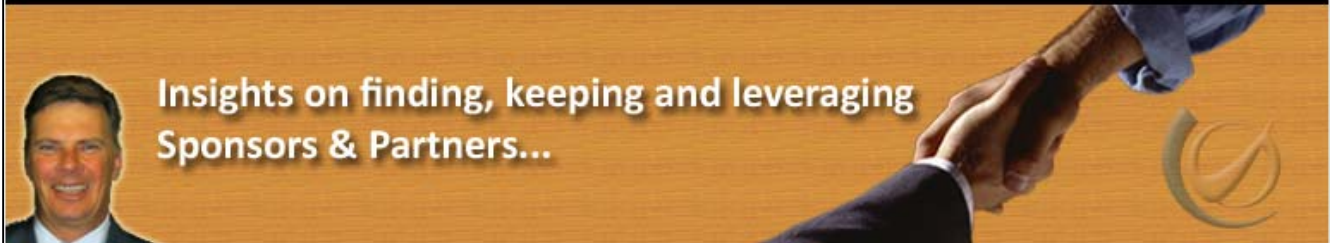
### NEW—Advanced Sponsorship Planning (1 Day)

**October 20, 2009 • Ottawa •** RA Centre, 2451 Riverside Dr.  
**October 22, 2009 • Vancouver •** Simon Fraser University  
Investment: \$450.00 + GST

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

Subscribe to Bernie's Blog: [www.berniecolterman.ca](http://www.berniecolterman.ca)

Stay up-to-date and share your comments!



### 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](http://www.coltermangroup.com).

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