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Building Brands and Business Through Effective Sponsorship Marketing

Presented by CMG Canada in Cooperation with the Ottawa Business Journal

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A fundamental shift in marketing is taking place. The fragmentation of traditional media, a growing need for two-way communication, increased consumer expectation for companies to demonstrate social responsibility and a buyer shift from “tell me” to “show me” challenges today’s marketer to come up with more sophisticated methods to reach, communicate with and influence audiences.

Sponsorship marketing is ideally suited to meet and mitigate these challenges by creating opportunities for companies to connect with audiences in meaningful ways, influence purchasing behaviour and increase brand loyalty. Yet, too often, marketers do not leverage sponsorships as part of their integrated marketing communications strategy or worse, they settle for generic sponsorship ‘benefits’ packages that don’t contribute to business objectives.

This one-day workshop is ideal for sponsorship and community investment practitioners and marketing managers who want to take a more strategic approach towards their sponsorship marketing and community investment initiatives. This interactive session will examine trends and best practices in sponsorship marketing and lead you through a step-by-step process for developing and implementing an effective sponsorship strategy that focuses on outcomes, not outputs. It will also provide you with tools to help you select the right properties and assess the value of your investment.

YOU WILL LEARN HOW TO:

- Integrate sponsorships and community dollars as effective elements of the marketing mix;
- Establish quantifiable objectives for your sponsorship marketing program;
- Select properties that are aligned with your business objectives;
- Determine the value of sponsorship benefits packages;
- Negotiate a customized sponsorship package that meets your needs;
- Leverage your sponsorship investment through effective activation strategies;
- Measure value and results against marketing objectives.

The Course Workbook will guide you through a step-by-step process for creating your own Customized Sponsorship Marketing Strategy. Content will also include case studies and best practices in integrated marketing planning and sponsorship activation.



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. Read more about Bernie (over)***

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

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About Colterman Marketing Group (CMG) Canada

CMG Canada is a national leader in sponsorship assessment, development and implementation. Since 1998, the company has helped hundreds of marketing professionals take a more professional approach towards sponsorship marketing. The company's proprietary *Sponsorship Valuation Model* has been used to assess over 600 sponsorship properties including professional and international sporting competitions, major festivals and events, industry conferences and cause-related initiatives.

For more information on CMG Canada, please visit www.coltermangroup.com.

ABOUT THE SESSION LEADER

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

Bernie Colterman is the President of CMG Canada, an Ottawa-based sales and marketing solutions provider whose clients include federal, provincial and municipal governments, national associations and global companies.

Throughout his 20-year sponsorship career, Bernie has facilitated hundreds of sponsorships between industry, non-profit and government organizations. His success stories cover a broad spectrum of the business, retail and media industry ranging from consumer giants such as Air Canada, Coca-Cola, Molson's, McDonald's, Pirelli, Rogers Communications and Shell to business solution companies such as EDS (HP Enterprise Services), Grand and Toy, IBM, Sprint and TD Waterhouse.

Prior to starting his own marketing and sponsorship firm, Bernie managed sponsorship campaigns for several high-profile consumer and sporting events such as Canada Day, the World Women's Hockey Championship, International Indoor Games and the Central Canada Exhibition and Winterlude. From 1998 to 2004, he spearheaded Industry Canada's SchoolNet GrassRoots National Campaign where he raised over \$4 million in private sector sponsorships to support on line learning projects in Canada's classrooms, working with companies such as AOL, Bell Canada, CN, Cisco Systems, Imperial Oil and Microsoft. Between 1996 and 2004, Bernie's firm managed the \$3 million exhibit / sponsorship sales program for GTEC Week, working with many of North America's largest technology companies to help them maximize their sponsorship investments.

Through his consulting practice, Bernie offers strategic advice to a wide range of organizations in the areas of strategic marketing planning, sponsorship assessment and development, event marketing and marketing performance measurement. Much of this work involves helping organizations take a more strategic approach towards sponsorship marketing. His company's proprietary sponsorship valuation model sets the standard in Canada for sponsorship and community investment value measurement.

Bernie is Co-director and faculty member of Carleton University's Sprott School of Business, Professional Certificate in Public Sector and Non-Profit Marketing. His *Designing and Selling Your Sponsorship Program*, *Advanced Sponsorship Planning* and *Revenue Generation Boot Camp* workshops have helped hundreds of organizations take a more strategic approach towards corporate revenue generation. Bernie is a member of the Sponsorship Marketing Council of Canada, a regular contributor to publications and speaker at conferences related to the marketing, sponsorship and event industry.

Bernie's Sponsorship & Partnerships Blog can be found at www.berniecolterman.com