



IFEA Webinar On Demand

Thursday, February 9, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

Valuation: Stop Guessing & Gambling on Your Sponsorship Fees

Bruce Erley, CFEE, APR

President & CEO

Creative Strategies Group

Denver, CO



How do you determine your sponsorship fee? Most guess based upon what they need, not based upon the value of the package to the sponsor. You'd be surprised to learn that most event producers are underpricing sponsorship. Join sponsorship expert Bruce Erley to learn what goes into calculating a fair market price that provides great ROI for both you and your partners. Learn the methods and metrics of calculating sponsor fees including the tangible valuation rights of benefits, the intangible value or "halo effect" of being associated with your event, plus some new innovative online tools to help you in the process.

Bruce L. Erley, CFEE, APR, is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association.

Length: 60 Minutes

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Questions:

Contact Nia Hovde, Director of Marketing & Communications at nia@ifea.com or +1-208-433-0950 ext: 3.