

2019 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Sponsorship Then & Now: The Things That Never Change and the Things That Already Have

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Data, Social and AI are a few of the elements that comprise the “new” sponsorship. It’s on you and your team to prove the value of your sponsorship program, beyond booths and banners. In this time of unprecedented distraction, there are things that do not change - the elements of human touch, connection and affiliation with the passion points that unite the sponsor and the audience. This Webinar will illustrate the business case for sponsorship, embroidering both the new with the fundamentals, offering you the tools to becoming proactive to the changes ahead. It’s all about harnessing the power of the subtle changes that will generate the most impactful results. It’s GO Time!

Gail Lowney Alofsin is a professional speaker, author, university professor, humanitarian and sponsorship thought leader. Gail provides audiences with practical tools and the inspiration to achieve sponsorship and event success. As the Director of Corporate Partnerships for Newport Harbor Corporation for over three decades, Gail has sold millions of dollars of corporate sponsorship to clients inclusive of Southwest Airlines, Pepsi, Dr Pepper/Snapple Group, Sovereign Bank, Born Footwear, Unilever, Ahold and Mercedes. Passionate about education, Gail has served as an Adjunct Professor at the University of Rhode Island since 1999 and Salve Regina University since 2015. She is the author of *Your Someday is Now- What are YOU Waiting For?* – a book focused on becoming YOUR best YOU. Since being published, the book has raised over \$40,000 for nonprofit organizations. A graduate of Tufts University, Gail serves on several non-profit boards focused on education and hunger. She resides in Newport, Rhode Island.

Length: 60 Minutes

Webinar On Demand will be sent as an online link along with any supporting document provided.

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