



# IFEA Webinar On Demand

## Identifying, Securing and Retaining Quality Sponsors

**Gail Alofsin, Director of Corporate Partnerships  
Newport Harbor Corporation  
Newport, RI**



This important Webinar will focus on topics that are critical to sponsorship success: Expanding your prospect base and keeping the pipeline filled; Creating assets and benefits beyond the "norm"; Understanding/identifying motivating factors that attract potential sponsors; and Making that "electric" connection between sponsors and your event, focusing on the value of strategic activation.

**Gail Alofsin** is the Director of Corporate Partnerships, Newport Harbor Corporation and has had the privilege of being involved in all aspects of event production for over two decades. Her current position is focused on prospecting, procuring and retaining corporate sponsors for the concerts and events produced at the Newport Yachting Center. A graduate of Tufts University, Gail's passion for education led her to the University of Rhode Island where she has been welcomed as an adjunct professor in the Communication, Journalism and Public Relations departments since 1999 – 30 consecutive semesters! Gail has been speaking for over two decades at national and international conferences inclusive of IEG (International Events Group) and IFEA (International Festivals & Events Association). Her new book, *Your Someday is NOW*, focuses on work/life integration and personal branding, and was released in January of 2014.

**Length:** 60 Minutes

Webinar On Demand will be sent as an online link.

Link will remain active for 7 days.

All IFEA Webinars must be purchased and viewed within the same calendar year.

**Questions:**

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