



IFEA Webinar On Demand

Secrets to Successful Sponsorship Retention

Bruce Erley, CFEE, APR, President/CEO
Creative Strategies Group
Denver, CO



Finding sponsors is one thing. Keeping them is another. What are some of the secrets to sponsor retention as well as generating interest to upgrade a level. Bruce Erley will share some of the secrets they use at CSG to keep sponsors coming back from setting expectations, assuring successful engagement, integrating the sponsorship into their organization and creates incentives for future upgrades.

Bruce Erley, CFEE, APR is a 30-year veteran of the event marketing and sponsorship field and is regarded as a leading sponsorship expert for the festivals industry. He founded Creative Strategies Group (CSG) in 1995. Prior to that time, Bruce was the Vice President for Marketing and Sales for the International, educational and cultural organization, Up with People, where he directed sponsor sales, entertainment marketing and merchandising operations. At Creative Strategies Group, Bruce conducts all general consultation, including the development of property audits, sponsorship plans, corporate sponsorship programs and training, as well as directs CSG's ongoing operations. Erley is widely acclaimed as a top presenter on sponsorship topics for the festivals and events industry.

Length: 60 Minutes

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Questions:

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