

THE SPONSOR DOC

With Bruce L. Erley, APR, CFEE

The Doctor Is In

I have two sons in medicine. Frankly, when they come home for the holidays and start talking “business,” my eyes glaze over. Nothing like jumping into a light discussion about micro cardio infarctions.

It occurred to me that when I start discussing event marketing strategies, sponsorship activations, ROI metrics and the many things I find fascinating about my work, it often falls on deaf ears, (my boys would likely tell me that this condition is called anacusis.)

So when the IFEA invited me to start writing a quarterly column on sponsorship, I jumped at it. While sponsorship sales is not brain surgery, it is still a daunting task for many event producers. Like a medical condition, it includes symptoms (e.g. loss of sponsor dollars), testing and lab work, diagnosis, prognosis, treatment, and hopefully restored health.

That will be the purpose of this column. I invite you to submit your conditions, concerns, questions or remedies, and we’ll use this space as a public forum. Hopefully, we’ll all learn something tangible and helpful in identifying, soliciting, securing and renewing sponsors.

Send your questions to bruce@sponsordoc.com and I’ll contact you to discuss your specific situation. Then we’ll publish the findings in this column. (Just like the latest discoveries being published in the New England Journal of Medicine.)

Thanks for your participation. Here’s to a better life through sponsorship!



With more than three decades in sponsorship sales and consultation, Bruce L. Erley is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado he founded in 1995. 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, Erley is a highly-regarded speaker on event marketing and sponsorship having spoken on the topic around the world in such places as Dubai, Vienna, Beijing, Toronto and New York.

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