

**Seattle/Tacoma**

**Sponsorship seekers:** July 8 – 9

**Sponsors:** July 10

**Minneapolis/St Paul**

**Sponsorship seekers:** July 13 – 14

**Sponsors:** July 15

# power sponsorship

## workshops

**New skills  
and tools to take your  
sponsorship program  
to the highest level**

**\* Kim Skildum-Reid** turns run of the mill sponsorship thinking on its head, and arms you with the world's best practice examples, skills and ideas to transform your sponsorship results.

### **sponsorship seekers – get the skills to:**

- \* Meet escalating sponsor demands
- \* Develop creative, effective, break-the-mold sponsorship offers
- \* Find, sell, service, and retain more of the right sponsors
- \* Win the intensifying competition for sponsorship dollars

### **sponsors – get the skills to:**

- \* Choose the right sponsorships and get out of the wrong ones
- \* Leverage for maximum impact at the minimum possible price
- \* Apply today's tougher measures of success
- \* Employ best practice tools, systems, and resources

**“The ONLY sponsorship course you need to attend”**

– **Chuck Blische (CFEE)**, Chair, Texas Festivals and Events Association and Executive Director, Fiesta San Antonio Commission

Delegates have represented a virtual who's who of sponsorship across five continents, from governments and global corporations to smaller, resource-limited organizations. Past delegates have included:

- Visa International
- Coca-Cola
- Singapore Sports Council
- London Electricity
- Motorola
- UNICEF
- Ford
- Kentucky Derby Festival
- Dubai Government
- Vodafone
- WWF
- Meridian Energy
- Australia Post
- American Express
- Guinness
- Air New Zealand
- Barclays Bank
- Panasonic
- Office Depot
- Qantas
- KPMG
- News Limited
- City of Sydney
- IBM
- British Telecom
- EXP Group (Africa)
- Pepsico
- Save the Children
- McDonald's
- Bell Shakespeare Company
- Nestle
- Nortel Networks
- Fosters Group
- dmg world media
- Irish Life
- Emirates Airlines
- Lipton
- Australian Red Cross
- Mobil
- OgilvyOne Worldwide
- Octagon Prism
- Shell
- IMG
- CitiBank
- New Zealand Fashion Week
- Mazda

## Power partnerships: Cutting edge skills for making more money, selling more sponsorship, and giving yourself the edge

This **two-day workshop** provides a very comprehensive approach to raising and retaining more sponsorship and marketing your event. By the time you walk out of this workshop, you will have the mindset, skills, and confidence to make best practice work for you and significantly elevate your results.

### ▲ What you are and who you reach – How a great marketing plan is the basis for more money, more audience, and more sponsorship

### ▲ Using market segmentation to increase your audience, save you money, and become more attractive to sponsors

- Making the connection
- Different types of segmentation
- Research sources, tools, and tips
- Research on a shoestring

### ▲ Internal, environmental, and competitor analysis

- Promotion, publicity, advertising, and marketing
- Negotiating for maximum impact and minimum cost
- Working with sponsors to add meaningful impact to your marketing plan

### ▲ What is modern sponsorship and why it is important to you

- Growth and trends
- The new sponsorship model

### ▲ All the best resources for sponsorship seekers

### ▲ Planning for sponsorship success

- Assessing your organization's readiness
- Identifying commercial opportunities

### ▲ Targeting potential sponsors

- Identification
- What you need to know about them
- How do you get this information

### ▲ Creating the offer

- Identifying benefits
- Customization
- Issues
- Pricing
- Proposals

### ▲ The sales process

- Meetings and other communications
- Who should sell your sponsorships

### ▲ Closing the sale

- Negotiation
- Payments
- Contract

### ▲ Servicing your sponsors so they renew and recommend you

- Sponsorship obligations
- Golden rules of servicing

### ▲ Insuring the sponsor leverages their investment

- Your responsibility vs your best interest
- Planning, tools, and techniques
- Turning sponsors into advocates

### ▲ Managing the sponsorship

- Sponsorship implementation plan
- Adding value
- Reinventing the sponsorship

### ▲ Measurement that matters

- Helping your sponsors understand their real results

### ▲ The renewal process

- Improving your renewal rate
- Up-selling existing sponsors
- Turning your sponsors into advocates

register online at

[www.powersponsorship.com/workshop-registrations.html](http://www.powersponsorship.com/workshop-registrations.html)

or fax registration form on back page to: (612) 9475 0118

## Amazing sponsorship results: A cutting-edge, practical approach to selection, negotiation, leverage, measurement, and portfolio rationalization

This full-day, interactive course equips sponsors with the skills and tools to drive cost-effective, powerful sponsorship programs that really deliver on objectives and create a major point of difference with competitors.

### ▲ What is best practice sponsorship and why it should be important to you

- The unique power of sponsorship
- Growth and trends
- The difference between bad, good, and great sponsorship

### ▲ Sponsorship's changing role

- Major drivers
- Its place in your marketing mix

### ▲ Preparing yourself for success

- Policy and strategy
- Increasing your skill level
- The best resources, systems, and tools

### ▲ Choosing the right sponsorships

- Evaluation criteria
- Becoming pro-active
- How to stop wasting your time with bad proposals

### ▲ Negotiation and contracts

- The new wave in negotiation
- Structuring payments
- Contracts

### ▲ Leveraging your sponsorship

- Great leverage at a very low cost
- Creativity - getting to the big idea
- Gaining internal support - financial and promotional
- Budgets and contingencies
- Protecting yourself from ambush

### ▲ Measurement, assessment, and renewal

- Best-practice measurement: Measuring what matters
- Getting sponsorship research right
- Assessing sponsee performance
- Portfolio audits
- Exit strategies

## Who will benefit from these workshops?

### Sponsorship Seekers:

Anyone involved in seeking or servicing corporate or government sponsorship, including event organizers and promoters, sporting and cultural organizations, causes, festivals, venues, city councils, educational and medical institutions, sports agents, and sponsorship brokers.

### Sponsors:

Anyone involved in achieving business or government marketing objectives, including brand management, marketing, sponsorship, promotions, loyalty marketing, trade relations, major customer management, public relations, corporate and consumer affairs, issues management and media planning.

## Bonus post-workshop support

Every Power Partnerships course delegate receives a free copy of ***The Sponsorship Seeker's Toolkit Third Edition***. Every delegate to Amazing Sponsorship Results gets a free copy of ***The Corporate Sponsor's Toolkit***.

Both books and their accompanying CD-Roms are packed with practical tools, templates, case studies and checklists.

### PLUS ...

Every delegate receives one complimentary coaching session with Kim Skildum-Reid (regular price US \$700). Put one of the world's leading lights of sponsorship to work on your toughest challenges – at no charge!

## what our delegates say

**"Whether you are a sponsor or a sponsorship-seeker, the return on your investment from this cutting-edge seminar will come back to you many times over."**

– Steven Wood Schmader, CFEE. President & CEO, International Festivals & Events Association

**"After attending Kim's workshop, I now have a completely different view of sponsorships. Anyone who is lucky enough to take a workshop with Kim, should concentrate on being a sponge for the entire workshop – this woman is amazing!"**

– Debbi Grogan. Peak Events, Flagstaff, AZ

**"From the moment she walked in the room everyone was spellbound. Her knowledge of the subject matter was extraordinary and her delivery was the best I've witnessed. Kim Skildum-Reid was A+."**

– Jack Ingram. Sports Management Department Chair, Pfeiffer University, Charlotte, NC

**"If you're looking for 'old school' sponsorship theory, skip Kim's workshops. She questions authority, challenges up and down, and has a unique global perspective. Go learn what she has to offer, before your competition does!"**

– Steven Remington. Director of Festivals & Events, Tempe Festival of the Arts

**"Kim's entertaining presentation wasn't just fun but extremely useful as well. The practical strategies she provided were very helpful for us to rethink approaches to make sponsorship pitches and activation concepts more effective."**

– Jeannie McFarland Johnson. Marketing and Media Director, Creative Strategies Group, Broomfield, CO

**"I found Kim Skildum-Reid to be an excellent teacher - knowledgeable, resourceful and great fun. She has a passion for her work, which carries over to her audience. I was very pleased with the materials she covered as well as being a part of her marvellous workshop."**

– Jacki Taylor. Centre City Development Corporation, San Diego, CA

**"Power Sponsorship is a phenomenal resource for anyone responsible for the development and execution of sponsor programs! Kim has the expertise and knowledge which could impress even the most experienced, but presents it in a way that is the opposite of drinking from a fire hose."**

– Guy Timberlake. The American Small Business Coalition, Washington, DC

**"I walked away with many fresh approaches and nuances I could use, not only in the acquisition and retention of sponsors, but with dialogues to have with new prospects to help them ensure success with our events."**

– Marie Atwell. SHOWS ETC. Boise, ID

**And these are just the excerpts! Want to see more? Check out <http://www.powersponsorship.com/our-delegates.html>**



# registration information

Fill out this form completely and fax to (612) 465 5795  
or register online at [www.powersponsorship.com/workshop-registrations.html](http://www.powersponsorship.com/workshop-registrations.html)

## Delegate

Name .....

Job Title .....

Company .....

Address .....

City ..... State ..... Zip .....

Phone ..... Fax .....

E-mail (required) .....

### About the facilitator Kim Skildum-Reid

These workshops are presented by Kim Skildum-Reid. Over her 24-year career, Kim has become one of the world's leading lights in sponsorship. On top of her commitments to speaking and writing, she provides expert consulting services to some of the world's biggest sponsors, as well as corporate training on sponsorship to major sponsors, governments, and sponsorship seekers around the globe. Prior to immigrating to Australia in 1992, Kim was based in the US, providing advice to many Fortune 500 companies on their major sponsorship portfolios.

Kim has co-authored industry bestsellers, *The Sponsorship Seeker's Toolkit* and *The Sponsor's Toolkit*, and has authored *The Ambush Marketing Toolkit*. Kim's newest book, *The Corporate Sponsor's Toolkit* is due in bookstores in the second half of 2009.

Kim is also the brains behind the web's most powerful sponsorship marketing destination, [PowerSponsorship.com](http://PowerSponsorship.com).

For more about Kim, see [www.powersponsorship.com](http://www.powersponsorship.com)

### Contact details

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[admin@powersponsorship.com](mailto:admin@powersponsorship.com)

### US booking office

PH: (612) 465 5795  
[wrangler@powersponsorship.com](mailto:wrangler@powersponsorship.com)

## Course selection

All workshops run from 9:00 – 5:00 and include lunch and breaks.

### Seattle/Tacoma

Workshops held at  
**Bell Harbor International Conference Center,  
Pier 66, Seattle**

- July 8 – 9: Power Partnerships (2 day workshop), \$650  
 July 10: Amazing Sponsorship Results, \$475

### Minneapolis/St Paul

Workshops held at  
**McNamara Alumni Center,  
University of Minnesota, East Bank Campus**

- July 13 – 14: Power Partnerships (2 day workshop), \$650  
 July 15: Amazing Sponsorship Results, \$475

## Delegate discounts

- Early Bird Special** – Register and pay by 1 June 2009 and deduct \$75 from the registration fee for Power Partnerships or \$40 from the registration fee for Amazing Sponsorship Results.
- Charity Discount** – Charities may take \$50 off the registration fee for Power Partnerships. This discount may be used in conjunction with early bird pricing. Your organization must hold 501(c)(3) charitable status in its own right. Proof of this status must be furnished on request.
- Promotional Discounts** – We have partnered with selected membership organizations to offer a discount. Current members should write the code below. This code may be used in conjunction with charity and/or early bird discounts, if those conditions are met.

Discount code .....

## Payment

Total fee: US\$ .....  Visa  Mastercard  American Express  PayPal

Cardholder Name .....

Card Number ..... Expiry Date .....

Cardholder signature .....

**Note:** If you choose PayPal for payment, an invoice with account details will be provided to you.

## Instructions, terms, and conditions

Please register online at [www.powersponsorship.com/workshop-registrations.html](http://www.powersponsorship.com/workshop-registrations.html) or fill out this form completely and fax it with payment to (612) 465 5795.

Registration will not be accepted without payment. Incomplete forms will not be accepted. Payment will be accepted by credit card or PayPal only. **Do not send a check.** Confirmation of your registration and a receipt/invoice will be e-mailed to you within two working days of receiving your registration and payment. Please use a separate form for each delegate. Power Sponsorship reserves the right not to accept a registration from any individual or company.

Full refunds will be made for registrations cancelled in writing and received by Power Sponsorship at least 14 days before the commencement of the workshop. Within 14 days of course commencement, no refunds will be issued. Substitute delegates will be accepted at any time.

Power Sponsorship is a division of Pearlwise Pty Ltd, 25 Samuel Street, Tempe NSW 2044 Australia. Pearlwise Pty Ltd is incorporated in Australia, ABN 95062415525.

Endorsed by:



**“Clear, concise, and out of the box. I've attended many sponsorship seminars and they all sounded the same. Only Kim Skildum-Reid takes the tried and true techniques of sponsorship and punches them up to create a new toolbox that will help you craft a sponsorship package that will stand out from all the others.”**  
– Christine Filice. Gilroy Garlic Festival