



IFEA Announces Member Benefits From IEG

Organizations in the Festivals & Events Industry know all too well the impact that sponsorship dollars have on the success of their festival/event. Knowing and understanding the latest sponsorship trends can mean the difference between gaining that top sponsor or losing them to a technicality. At the IFEA, we understand that impact and have now made it easier for you to access the most up-to-date sponsorship information in the events industry.

In partnership with IEG, Inc., the premier sponsorship organization in the events industry, the IFEA would like to announce a series of unprecedented discounts on IEG services, available only to IFEA members.

Members of the International Festivals & Events Association can now receive



on all of the following IEG programs:

IEG Sponsorship Seminars

With up to 25% savings for IFEA Members – IEG’s Sponsorship seminars are a real bargain. With topics such as Selling More Sponsorship, Advanced Sponsorship Sales and Measuring Sponsorship’s ROI – these seminars are a must-attend – especially with the great rates for IFEA members!

- ***Selling More Sponsorship Seminar***
“IEG’s flagship seminar on the essentials of sponsorship sales is designed with one goal: Helping you earn more money from corporate partnerships. You’ll gain real-world methodologies for packaging, pricing and selling your sponsorship opportunities, as well as street-tested strategies for fulfilling, renewing and up-selling sponsors.”
- ***Advanced Sales Seminar***
Break the rules, Close more sales. This high-level seminar is led by IEG’s senior trainers, including Lesa Ukman and Laren Ukman, you’ll learn how to strategically create, tailor and improvise, plus gain insights into what’s on the minds of sponsorship so you can reframe or improve your approach.”
- ***Return on Sponsorship Seminar***
“Relying on old-fangled measures like impressions and media equivalencies won’t do. IEG’s fast-track seminar on gauging ROI spells out a program for capturing and measuring the metrics that matter. You’ll get the absolute best, most actionable findings to measure your own programs.”

IEG Sponsorship Report

“\$10.52 billion will be spent on sponsorship this year – Sports sponsorships receive 69% . . . That’s \$7.2 billion! Are you doing everything you can to ensure you’re getting your fair share? IEG Sponsorship Report arms you with information to help you succeed in sponsorship.”

IEG Sponsorship Report is also available online – visit www.sponsorship.com/iegsr for more information.

IEG Sponsorship Sourcebook

“One-stop annual reference guide indexes 4,500 of the most active sponsors and what they sponsor (including complete contact information for the top 300 most active sponsors); 2,000 sponsorship opportunities and who their sponsors are; 550 event marketing agencies and industry suppliers. Includes disk version with complete contact information.”

IEG would like to include your event or organization in the IEG Sponsorship Sourcebook. It's **FREE** and takes just a few minutes! Simply go to www.sponsorship.com/getlisted and submit your listing today. Don't delay.

IEG Sponsordex

“The sure-fire way to locate top prospects; more than 2,000 sponsorship decision-makers on disk and hard-copy index with complete contact information. Also includes a prototype proposal with sales-driven offer letter and ready-to-use mailing labels.”

IEG's Annual Sponsorship Conference

“This three-day marathon of information sharing and networking is where sponsorship’s most powerful people and most profitable ideas converge. The conference is sold out every year, attracting 1,200 delegates and offering more than 120 sessions.

Visit www.sponsorship.com/seminars for a detailed agenda on all seminars and conferences.

Don't Forget – These savings are available to IFEA Members only.

To start taking advantage of these great offers:

- 1) Go to www.sponsorship.com to check out more information re: dates, locations and more.
- 2) Call IEG at 800-834-4850 or 312-944-1727 to sign up for any or all of these valuable services and start saving today! Or order online at www.sponsorship.com - don't forget to include **special offer code: IFEA04** to receive your discount.
- 3) Note: In order to confirm with IEG that you are a member of IFEA, you will need to provide your IFEA membership number. Misplaced or don't know your membership number? Call Beth Petersen, Membership Services 208-433-0950 ext: *1 or email beth@ifea.com.