

2021 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Sponsorship: On the Road to Recovery
Bruce Erley, CFEE, APR
President & CEO
Creative Strategies Group, Denver, CO



After a year of remarkable disruption to festivals and special events, you don't want your sponsorships to become a casualty during recovery. Bruce will share new sales strategies and tactics CSG has implemented to rebuild sponsorship revenue for their various event clients. Specific case studies will be shared.

Bruce L. Erley, CFEE, APR is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is 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.

Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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

Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications Email: nia@ifea.com