

2022 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Reflections on a Career Selling Sponsorship

Bruce L. Erley, APR, CFEE

President & CEO

Creative Strategies Group

Denver, CO



After four decades of actively selling sponsorship for a wide variety of properties in the Denver, Colorado area and beyond, including the Cherry Creek Arts Festival, the Denver Christkindl Market, the Denver Auto Show, the Denver Century Rid, the Colorado Lottery and more, past IFEA World Board of Director and IFEA Hall of Famer, Bruce Erley, APR, CFEE, President & CEO at Creative Strategies Group shares some of the lessons and discoveries that have contributed to a successful and fulfilling career from his approach to selling to a few tricks of the trade.

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

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