

2023 IFEA WEBINAR SERIES



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IFEA Webinar on Demand

Stalking the Elusive Sponsor

Bruce Erley, CFEE

President/CEO

Creative Strategies Group

Denver, CO

Sometimes it feels like we are on a “Sponsor Safari,” seeking the elusive sponsor wildebeest. 40-year sponsor sales veteran, Bruce Erley will be your guide to the best ways to identify prospects, track leads, connect with the right people, and make your pitch.

Bruce L. Erley, CFEE, APR is the Founder and President of Creative Strategies Group, a consultancy based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation for events, festivals, nonprofit organizations and other properties as well as municipalities and for-profit companies. With more than four decades experience, Erley is considered a master in the field. 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