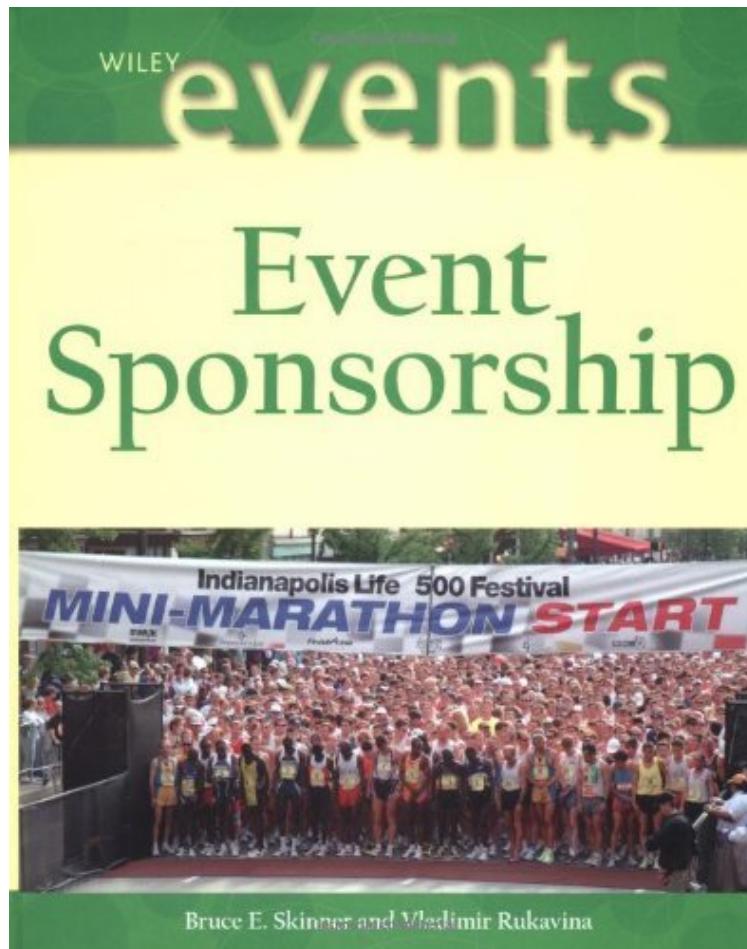


## Event Sponsorship

*Bruce E. Skinner, Vladimir Rukavina*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#1072307 in eBooks 2002-10-18 2002-10-18 File Name: B000PY3ZN0 | File size: 34.Mb

**Bruce E. Skinner, Vladimir Rukavina : Event Sponsorship** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Event Sponsorship:

0 of 0 people found the following review helpful. Love this bookBy C. GomezLove this book! Very easy reading - not a lot of fluff. Was super excited that the used version I bought was signed by the author!0 of 0 people found the following review helpful. Excellent practical trade textBy CustomerExcellent practical trade text. Explains in depth how to use tools within, and where to find additional trade references on line.1 of 1 people found the following review helpful. Four StarsBy AndrewCould use an update but otherwise just the info I was looking for in general!

State-of-the-art methods for finding, securing, and retaining the best corporate sponsors The authoritative guide to creating and closing deals with irresistible ROIs Event Sponsorship provides step-by-step guidelines for attracting, signing, and keeping sponsorship for any event, including festivals, conventions, expositions, sporting events, arts and entertainment spectaculars, charity benefits, and much more. This hands-on resource presents successful strategies and tools for staying competitive in today's market by offering corporate sponsors the highest return possible on their

investment. Leading experts give real-world advice for researching and targeting prospective companies, developing a sponsorship marketing plan, creating an effective proposal, selling the sponsorship, and negotiating a deal. Learn how to bring increased sponsorship dollars to any event by: Placing value on sponsorships Expanding the value of a sponsor Creating the best image for an event Networking with other event professionals worldwide With complete coverage including case studies, legal issues, the Internet, the sophisticated corporate customer, non-sports sponsorship opportunities, and an international view of sponsorship, Event Sponsorship is a powerful tool for event managers and other event professionals. THE WILEY EVENT MANAGEMENT SERIES-Series Editor, Dr. Joe Goldblatt, CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

From the Back CoverState-of-the-art methods for finding, securing, and retaining the best corporate sponsors The authoritative guide to creating and closing deals with irresistible ROIs Event Sponsorship provides step-by-step guidelines for attracting, signing, and keeping sponsorship for any event, including festivals, conventions, expositions, sporting events, arts and entertainment spectaculars, charity benefits, and much more. This hands-on resource presents successful strategies and tools for staying competitive in today's market by offering corporate sponsors the highest return possible on their investment. Leading experts give real-world advice for researching and targeting prospective companies, developing a sponsorship marketing plan, creating an effective proposal, selling the sponsorship, and negotiating a deal. Learn how to bring increased sponsorship dollars to any event by: \* Placing value on sponsorships \* Expanding the value of a sponsor \* Creating the best image for an event \* Networking with other event professionals worldwide With complete coverage including case studies, legal issues, the Internet, the sophisticated corporate customer, non-sports sponsorship opportunities, and an international view of sponsorship, Event Sponsorship is a powerful tool for event managers and other event professionals. THE WILEY EVENT MANAGEMENT SERIES-Series Editor, Dr. Joe Goldblatt, CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.About the AuthorBRUCE E. SKINNER, CFE, is former president of the International Festivals and Events Association (IFEA), the largest professional association for festivals and special events in the world, and Director of the Fiesta Bowl in Phoenix, Arizona. VLADIMIR RUKAVINA, CFE, is General Manager of Narodni Dom Cultural Center, Maribor, Slovenia, and President and CEO of the International Festival of Lent.