



## Event Sponsorship

*By Bruce E. Skinner, Vladimir Rukavina*

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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 spectacles, 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.

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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.

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