



**Washington Festivals &  
Events Association  
Presents**

# **SHOW ME THE MONEY!**

*Event Professional Development Seminar Series*

## **Selling Sponsorships and Generating Revenue with Festivals & Events**

Festivals & events are an important part of community life in the Pacific Northwest. No matter what your role in the industry — producer, presenter, fundraiser, non-profit manager, or invaluable volunteer — these seminars will increase your productivity and help increase your bottom-line results to keep you and your event focused and productive. Each of our speakers is an acknowledged leader and expert in the industry, ready to share their secrets for success with you.

### **All Seminars Featuring Bruce Skinner, CFEE**

**Author of “Event Sponsorship”, former President & CEO of the International Festivals & Events Association, former President & CEO of the Fiesta Bowl, and a founder of the P.F. Chang’s Arizona Rock n Roll Marathon and Seattle Rock n Roll Marathon, which was held as part of the 2009 Seafair. He is author of “Event Sponsorship” the leading event sponsorship book. (The book will be available for purchase)**

## **Thursday October 15                      Spokane**

**Co-sponsored by Global Credit Union and Spokane Home Builders Association**

Location: Global Credit Union, 1520 W Third Ave.

More info: Katherine Morgan, Spokane Home Builders Association, 509-532-4990

## **Friday October 16                      Long Beach**

**Co-sponsored by the City of Long Beach**

Location: Chautauqua Lodge, 304 NW 14<sup>th</sup> St Long Beach, WA. Schedule 10:00am – 2:30pm.

Weekend package with ocean view rooms for \$59

More info: Ragan Andrew, City of Long Beach - 360-642-4421

**WFEA is a nonprofit tax-exempt 501(c)6 corporation. Our mission is to support the festival and event industry of Washington State.**

**Spokane Schedule – Thursday October 15**

**8:30 am** Registration & Coffee  
**9:00am** Session 1 - Sponsorship 101 - Learn the basics of selling sponsorship - Bruce Skinner  
**10:30am** Session 2- Moneymaking Ideas For Festivals And Special Events - Scott Nagel, CFEE, Executive Director WFEA  
**12noon** Workshop Luncheon  
Keynote Speaker – Bruce Skinner, CFEE - Sponsorship in 2010 – Learn what’s important to sponsors as they cut marketing budgets during these difficult economic times.

**Long Beach Schedule – Friday October 16**

**9:30am** Registration & Continental Breakfast  
**10:00am** Session 1- Sponsorship 101 - Learn the basics of selling sponsorship - Bruce Skinner  
**11:30am** Session 2 - Carole Lail - Project management - a good plan of action for an event can both save money and ensure that the money we already have stretches further.  
**1:00pm** Workshop Luncheon  
Keynote Speaker – Bruce Skinner, CFEE - Sponsorship in 2010 – Learn what’s important to sponsors as they cut marketing budgets during these difficult economic times.

**Cost:**

WFEA Members \* \$50.00 including continental breakfast and lunch  
Non-members \$85.00 including continental breakfast and lunch

**Registration and Information**

Registration is available by mail, e-mail, fax, and phone. Program details and a downloadable registration form are at [www.wfea.org](http://www.wfea.org). Please e-mail to: [info@wfea.org](mailto:info@wfea.org), fax 360-452-4695 or mail to: 105 ½ E First St. Port Angeles, WA 98362. Questions? 360-452-7019.

Name \_\_\_\_\_  
Additional Registrations \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**I would like to join or renew my WFEA membership and register at the member rate** (Budget categories based on your event budget)

Individuals, artists, or organizations with events budgets under \$100,000 \$50.00 \_\_\_\_\_  
Organizations with events budgets from \$100,000-\$250,000 \$75.00 \_\_\_\_\_  
Organizations with events budgets greater than \$250,000 \$125.00 \_\_\_\_\_

**Select Seminars to Attend (indicate number of people)**

\_\_\_\_ Seminar - Thursday October 15 WFEA Member \$50 \_\_\_\_ Non Member \$85 \_\_\_\_  
\_\_\_\_ Seminar - Friday October 16 WFEA Member \$50 \_\_\_\_ Non Member \$85 \_\_\_\_

**Total Enclosed** \_\_\_\_\_

**Payment Method** \_\_\_\_ Check \_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ Gov Purchase Order  
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