



Washington Festivals & Events Association presents ...

SHOW ME THE MONEY!

Selling Sponsorships and Generating Revenue with Festivals & Events

Festivals and 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, CFE
Author of *Event Sponsorship*, the leading event sponsorship book

Bruce Skinner is a one of the most highly regarded experts in the festival and special events industry. One of the first and most successful people in the marketing of corporate sponsorships for events, he served as the Executive Director of the Fiesta Bowl in Phoenix, Arizona, and President of the International Festivals and Events Association, the largest professional association for festivals and special events world-wide, with 3,000 members. Bruce is one of the founders of the PF Chang's Arizona Rock n Roll Marathon in Phoenix, Arizona, which was the largest first time distance event in history, with over 29,000 participants. This year it had 38,000 participants, making it the largest marathon/half marathon event in the world. He is also a founder of the new Seattle Rock n Roll Marathon, which will be held as part of the Seafair celebration.

Thursday May 7

Tacoma

9 am – 1:30 pm

Co-sponsored by Metro Parks Tacoma

Centre at Norpoint, 4818 Nassau Ave NE

Accommodations: Courtyard Marriott, downtown Tacoma, special rate, \$149, La Quinta Tacoma special rate \$89

More info: Lori Grace, Metro Parks Tacoma, 253-305-1076

Thursday October 15

Spokane

9 am – 1:30 pm

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

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

Friday October 16

Long Beach

10 am – 2:30 pm

Co-sponsored by the City of Long Beach

Chautauqua Lodge, 304 NW 14th St

Accommodations: weekend package with ocean view rooms for \$59

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

For more information: visit www.wfea.org or call 360.452.7019

WFEA is a nonprofit tax-exempt corporation.

Our mission is to support the festival and event industry of Washington State.

Tacoma Schedule

8:30 am Registration & Continental Breakfast

9:00 am BREAKOUT SESSION I – CHOOSE ONE

- Moneymaking Ideas For Festivals and Special Events**
Scott Nagel, CFEE, Executive Director of the Washington Festivals & Events Association
- Power and Control over Economic Uncertainty: Tips And Ideas To Try Every Week**
Brent Dahl, CMP, Program Coordinator Meeting & Event Management and Applied Information Management, University of Oregon – Portland

10:30 am BREAKOUT SESSION II – CHOOSE ONE

- Food at your Event...Eatertainment: It's not just corn dogs and elephant ears anymore**
Greg Flakus, President and CEO of GF Strategies
- Sponsorship 101 - Learn the basics of selling sponsorship**
Bruce Skinner, CFEE

Noon Workshop Luncheon Keynote Speaker – Bruce Skinner, CFEE
Sponsorship in 2009 – Learn what's important to sponsors as they cut marketing budgets during these difficult economic times.

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)

- Thursday May 7 – Tacoma Number ___ x Member \$50 ___ Non-Member \$85 ___
- Thursday October 15 – Spokane Number ___ x Member \$50 ___ Non-Member \$85 ___
- Friday October 16 – Long Beach Number ___ x Member \$50 ___ Non-Member \$85 ___ \$ _____

TOTAL ENCLOSED \$ _____

PLEASE PRINT

Name : _____

Additional Registrations: _____

Organization: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____ Phone: _____

Payment Method: Check Visa MasterCard Government Purchase Order _____

PRINTED NAME ON CARD: _____

Card Number: _____

Signature: _____ Exp. Date: _____ CVS Number: _____

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. Please e-mail to: info@wfea.org, Fax 360-452-4695 or Mail to: 105 1/2 E First St. Port Angeles, WA 98362
Questions? 360-452-7019