



**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 will be held as part of the Seafair celebration on June 27. 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 14th 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. Please e-mail to: 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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