



## The Event Sponsorship (Hardback)

By Bruce E. Skinner, Vladimir Rukavina

John Wiley and Sons Ltd, United States, 2002. Hardback. Book Condition: New. 1. Auflage. 236 x 190 mm. Language: English . Brand New Book. 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:  
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