

How To Be Successful At Sponsorship Sales

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Sport Promotion and Sales Management
How to Sell Sponsorships Like a Pro
Sell Your Event!
Sponsorship IEG Directory of Sponsorship Marketing
Winning the Customer: Turn Consumers into Fans and Get Them to Spend More
IEG Sponsorship Sourcebook
Baseball America's ... Directory
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The Nonprofit Management Handbook
Sports Market Place
Sylvia Allen
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Richard L. Irwin
Tom Mueller
Teresa Stas
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make it a staple on your bookshelf too

this is a guide to promotion and sales in the sport industry experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales

finally a book that hits that big gap between soliciting donations and raising hundreds of thousands for a mega event this book should be required reading for anyone serious about sponsorships but doesn't know how to get started dan cormany phd florida international university do you need sponsorship dollars for your event but cannot seem to land it do you feel overwhelmed and lost when it comes to finding sponsors sell your event the easy to follow practical guide to getting sponsors walks you through all the sponsorship steps including finding prospects and their contact information creating winning proposals and most importantly landing sponsorship deals you don't have to be coachella to sell sponsorships you just have to know what sponsors want stop agonizing over sponsorship revenue it's time for you to go get it based on practical first hand sponsorship sales experience sell your event the easy to follow practical guide to getting sponsors is filled with real world insights from working with actual events and sponsorship successes and a few mistakes throughout the book you'll find guidance and proven examples of what works sales scripts sponsorship decks finding decision makers creative activations sponsor recaps and more author teresa stas takes you through the sponsorship sales and management process from beginning to end helping you not only attract sponsors for your event but keep them coming back as the founder and ceo of green cactus live event sponsorship agency author teresa stas has over 17 years of experience in sponsorship sales and marketing brokering millions of dollars in sponsorships for her clients and working with local regional and major national brands teresa is a national speaker on the topic of sponsorships online course creator and authors the column small event big sponsors for international festivals and events ie magazine

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