

New Rules for Engaging Corporate Sponsors

Barbara A. Harrington, Sponsorship Network Plus



Whether you're in fundraising, event management, education or youth athletics – if you're looking for sponsorship \$\$\$, then you can't afford to miss this seminar with our nationally acclaimed speaker!

Attend this face-paced workshop and understand how ***any sized nonprofit*** can identify, entice and secure more sponsors in today's competitive marketplace by understanding the ***New Rules***.

***Barbara Harrington is the Suze Orman of Sponsorships!
High energy, practical ideas and generous with her expertise.***

Monica Strobel, Transportation Solutions of Denver.

Discovered new opportunities for down economic times.

D. Kasambira, United Way Central Alabama

Seminar Highlights:

- Sponsorship Policies & Ethics – Standing Up Under Public Scrutiny
- Grabbing Attention With the Latest Activation Strategies
- Valuing Benefits and Pricing Opportunities Competitively
- Excellent Case Studies with Innovative Benefits

WHEN: Wednesday, February 15, 2012

TIME: Registration: 8:00 a.m.
Program: 8:30 – 10:30 a.m.

WHERE: Templeton Landing
2 Templeton Terrace, on the Buffalo Waterfront
(formerly Shanghai Red's)

EARLY BIRD registration deadline: Friday, February 10

Barbara Harrington Bio

As a founding partner of Sponsorship Network, Barbara Harrington has created and implemented ethical sponsorship programs for clients across the country since 1992. Clients range from staff of one nonprofits (Fore Hope – Ohio) to medium-sized charities (The Hope Center – Kentucky) to major market fundraising events (Love Ride with Jay Leno – Los Angeles).

*Barbara continues to share her real-world experiences through national conferences for NCN, AFP, Girl Scouts of America, Int'l Fairs & Festivals, as well as state nonprofit association conferences in California, Colorado, Kentucky, Minnesota, Ohio, New York and Utah. She has published two sponsorship books *The Essence of Sponsorship* and *Advance Sponsorship Sales*.*

To register, please return the form below with your check made payable to:

AFP WNY Chapter, PO Box 535, Buffalo, NY 14209

Or fax registrations to (716) 878-2389.

Credit / Debit card payments can be made securely online at www.afpwnychapter.org

Please send payment prior to day of event.

ALL AFP PROFESSIONAL ADVANCEMENT/MONTHLY LUNCHEONS ACCRUE 1 HOUR OF CFRE CREDIT!

Members (Early Bird), \$25 **Non Members (Early Bird), \$35 (by Friday, February 10)**

Dietary Restrictions: Yes _____ Receipt requested: Yes No

Walk-in guests are welcome at a cost of \$40 per person

Member: _____

Organization: _____

Phone: _____ Email: _____

Non Member Information:

Name: _____

Organization (if different from above) _____

Address (if different from above) _____

Phone: _____ Email: _____

Reservations will be billed unless 24 hour cancellation notice is received. Thank you.

Questions: Please contact Lisa Lannon, Chapter Manager, AFP of WNY
afpwny@afpwnychapter.org or call (716) 878-2350.