

IN THIS ISSUE

You will learn:

- **that research conducted shows an effect on the sponsors of whether their sports win or lose**
- **how the National Bank and Cancer Society worked together to renew their sponsorship**
- **how some law firms and a business coaching company structure their pro bono work, and how best to handle a pro bono situation yourself**
- **about a groundbreaking environmental sponsorship in Christchurch**
- **that three new sponsorships signed despite the recession**
- **where you should be targeting your effort when talking to businesses about sponsorship**
- **AMI Insurance is awarded for its services to the community**