

IN THIS ISSUE

You will learn:

- **The implications for corporates and non-profits of the new payroll giving legislation**
- **Latest news on alcohol, tobacco and fast-food advertising and sponsorship in Australia**
- **The key questions to ask when considering cause related marketing**
- **The details of Australasia's annual sponsorship conference**
- **The difference between a donation and a sponsorship**
- **Three naming rights deals are signed up**
- **Australasian ICT business extends its New Zealand-based arts sponsorship**