

IN THIS ISSUE

You will learn:

- The latest news and advice on the sponsorship industry from Australasia's key sponsorship event**
- Fantastic training opportunities coming up in 2010**
- How Hills Pet Nutrition and the Royal NZ SPCA work together for a successful and growing partnership**
- How and why cause related marketing works for the NZ Breast Cancer Foundation**
- More on corporate volunteering, this time from the corporate's perspective**
- Contact Energy ups its sponsorship of Tri NZ**
- Alcohol sponsorship news:**
 - new beer sponsorship of surfing**
 - wine sponsorship at the Rugby World Cup**
 - Otago Uni bans alcohol sponsorship and advertising**