



from  
*Passion*  
to **PROFIT\$**

A sponsorship workout especially  
for the non profit sector





## from passion to profits

A workout for anyone involved in seeking sponsorship from the business sector! Be prepared to challenge yourself, exhaust yourself and immerse yourself in sponsorship skills and practice.

If you are passionate about building mutually beneficial relationships with the business sector to enhance your:

- ♥ volunteer base
- ♥ profile and branding
- ♥ supporters
- ♥ events and activities
- ♥ cash flow and revenue

then this workout is the “Must Attend” event of the year.

You will be:

- ♥ a fundraiser
- ♥ a volunteer with an interest in business relationships
- ♥ a sponsorship relationship manager
- ♥ a chief executive from the non profit sector
- ♥ a representative for the sports sector
- ♥ an arts manager
- ♥ anyone with an interest in sponsorship and cause related marketing

The focus of this workout is on challenge and learning. You will learn how to make better presentations, how to write better proposals, how to ask questions that probe into a sponsor’s mind. You will meet the corporate sponsorship managers and have a full afternoon to ask them any questions you like about how sponsorship works. You will discuss issues of concern to sponsorship seekers and sponsorship managers alike.

**Join us in Wellington from 10 – 12 October 2007**



## richard woodward – keynote speaker

Richard Woodward has held marketing positions in Australia and the UK for the Commonwealth Bank, Telstra Stadium, the Sydney Opera House, KPMG and the Royal Automobile Club. He has trained management in some of Australia’s leading organisations, including RTA, AMP, ING, Perpetual Trustees, Colonial First State and Boral in presentation, facilitation and training skills.

Richard has provided business development training and coaching to organisations such as Taronga Zoo, Melbourne International Film Festival, Australian String Quartet, Outback Queensland Tourism, Northcott Society, National Gallery of Australia, Sydney Festival, NISAD Schizophrenia Research and Sydney Olympic Park Authority as well as many organisations that have attended his public programmes.

Richard has specific expertise in the area of sponsorship. He has experienced both sides of sponsorship as National Sponsorship Manager for the Commonwealth Bank and as Sponsorship Manager at the Sydney Opera House. During his time at the Commonwealth Bank, the Bank won the Australian Financial Review National Sponsorship Awards in both the Sports and Cultural & Community categories. In addition, Richard has been Chairman of the Australasian Sponsorship Marketing Association (NSW) and a judge in the National Sponsorship Awards.

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## programme...

### wednesday 10 october

**10:30 am – Registration, Capital E, Wellington Civic Centre**

**12 noon – Lunch**

Prepare for an action packed and challenging session with Richard Woodward of Richard Woodward and Associates, Australia's leading expert on presentation skills for people working in fundraising.

Hone your sponsorship presentation skills with a mock sponsorship pitch to a panel of your peers. Guided by Richard, you will have the opportunity to "present" your winning sponsorship proposal in person, and on film. Find out how to excite your audience and cut to the chase for a winning presentation. Participants will have the opportunity of being either a presenter or panel member. Either way you will learn how the experts and your colleagues present themselves and how you could improve your presentation skills. Alternatively practise your telephone skills on tape and improve your verbal presentation.

### thursday 11 october

**9:00 am – Wellington Convention Centre**

A morning session of New Zealand experts presenting on current sponsorship topics such as research, trends, case studies and marketing issues.

**12 noon – Lunch, The Harbour Lounge, Wellington Convention Centre**

**Meet The Corporate Sponsor** – Meet up to 8 sponsorship managers from leading corporates in a group speed dating session! For twenty minutes at a time you will have the opportunity to present your most pressing sponsorship question to the real decision makers. Find out how decisions are made, what criteria are used, what portfolios are all about, what timing is best and how long it really takes to make a sponsorship decision.

**4.30 pm – adjourn for drinks at the Symphony Bar, Michael Fowler Centre**

### friday 12 october

**7.30 am – Breakfast Debate, West Plaza Hotel**

Attend a breakfast discussion on one of sponsorship's hottest topics – To Commission Or Not To Commission? Debate the practicalities, the ethics and the pros and cons of working on commission or not.

**9:00 am – Move to Wellington Convention Centre, choose from one of three optional workshops**

- ♥ Effective questioning skills to uncover a sponsor's real needs – Richard Woodward
- ♥ Winning sponsorship proposals – Grant Stevenson of The Whiteboard
- ♥ Finding more dollars from your sponsor's budget – Heather Newell of Foresee Communications Limited

**Conference closure 2:00 pm**

## workshop presenters

**Richard Woodward, Richard Woodward and Associates** – 'Effective Questioning Skills to Uncover A Sponsor's Real Needs'. When you meet a prospective sponsor for the first time it's your opportunity to find out what they really want. In this session you will discover how important it is to ask questions and drill down to find out what's really going on behind the scenes. Hear the presentation and then practise your newfound skills. Another practical and vital sponsorship skill for your toolkit!

**Grant Stevenson, The Whiteboard** – 'Winning Sponsorship Proposals'. Special Event creator and expert. Currently the creator of the successful Jewellery Expo and designer of many successful sponsored events. Grant will share his expertise in producing sponsorship proposals and give example of winning presentations. Bring along your own proposals for helpful critique.

**Heather Newell, Foresee Communications Limited** – 'Find More Dollars from your Sponsor's Budget'. Publisher of *Sponsorship Profile*, New Zealand's only subscriber publication dedicated to sponsorship news, Heather has over ten years of back copies in her files and knows more about sponsorship case studies than anyone. Find out how to tap into a second layer of benefits which result from having the best possible relationship with your existing sponsors.

## conference registration

To register for the conference visit our website [www.foresee.co.nz/p2p.php](http://www.foresee.co.nz/p2p.php) or call our conference management team at Carolyn J Limited, ph 04 939 3000.

Payments by credit card or cheque accepted. Contact us direct on 04 939 3000 for group rates.

### Registration Fee

- ♥ Early bird registration \$925.00 + GST until 17 August
- ♥ Later registration \$995 + GST

Early bird registrations go into the draw to win a \$250.00 voucher donated by Kirkcaldie and Stains, Wellington's finest department store!

### Accommodation

Accommodation packages available at the following venues:

- ♥ WestPlaza Hotel, Wakefield Street, opposite Convention Centre
- ♥ Bay Plaza, top end of Courtenay Place, within walking distance to Convention Centre
- ♥ The Ibis Hotel, Featherston Street, within walking distance to Convention Centre

Contact Carolyn J Limited for more information on 04 939 3000 or book your conference and accommodation package online at [www.foresee.co.nz/p2p.php](http://www.foresee.co.nz/p2p.php)

## conference organisers

Your **Passion to Profit** event organiser is **Heather Newell** of Foresee Communications Limited, New Zealand's leading provider of resources, coaching and training to the non profit sector in sponsorship and fundraising. As a previous corporate sponsorship manager and publisher of *Sponsorship Profile* for over 10 years, Heather has a wealth of sponsorship knowledge second to none in this country.

Teaming with Foresee is **Carolyn Crutch** of Carolyn J Limited, conference organisers. Carolyn J Limited specialises in working with non profit organisations to bring a full package of services around the conference event including fundraising assistance and advice. For more information visit [www.carolynj.co.nz](http://www.carolynj.co.nz)

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