

IEG Sponsorship Sourcebook 2000: The Comprehensive Guide to Sponsors, Properties, Agencies and Suppliers



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Reviews

Excellent eBook and useful one. It can be rally fascinating throug looking at period. You can expect to like just how the blogger create this publication.
(Myrl Schmitt)

IEG SPONSORSHIP SOURCEBOOK 2000: THE COMPREHENSIVE GUIDE TO SPONSORS, PROPERTIES, AGENCIES AND SUPPLIERS



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IEG Inc., 1999. Soft cover. Condition: New. 476 Pages. Spiral-bound. Book Description: The 2000 IEG SPONSORSHIP SOURCEBOOK is an information resource that will help you increase your return from sponsorship by eliminating guesswork, comparing all your sponsorship options, discovering what your competition is doing, and acting quickly on qualified leads. From the most active sponsors to the hottest sponsorship opportunities, the 2000 IEG SPONSORSHIP SOURCEBOOK contains the critical data you need to make smart sponsorship connections. Created by the publishers of IEG SPONSORSHIP REPORT, it offers you inside information on sponsors of sports, arts, causes and events in a quick-reference, easy-to-use format. TAP NEW SPONSORSHIP REVENUE FOR YOUR PROPERTY. Have a target sponsor in mind? Use the 2000 IEG Sponsorship Sourcebook to find out where it's spending sponsorship dollars. Discover which sponsors are most active with similar types of properties. Or see who's sponsoring other events and organizations in your market. From pro sports to performing arts, from chili cook-offs to children's charities, you'll see who sponsors them in the 2000 IEG Sponsorship Sourcebook. Connect directly with The Top 300 sponsoring companies. The 2000 IEG Sponsorship Sourcebook delivers the names, titles, addresses, phone numbers and fax numbers of each company's key decision-makers at the 300 biggest sponsors. In addition, you'll discover what more than 4,000 other companies sponsor, enabling you to quickly determine where your best prospects are. With 9,000 cross-references, the 2000 IEG Sponsorship Sourcebook helps you identify potential sponsors by revealing who sponsors events similar to yours. Sponsorship Opportunity listings include event name, category, date, contact name, address, phone and fax numbers, attendance, budget and cash, media and in-kind sponsors. OBTAIN VALUABLE INFORMATION ON PROPERTIES AND WHAT YOUR COMPETITION SPONSORS. There are so many ways to spend sponsorship dollars: Sports. Music and entertainment. Festivals, fairs and annual events....



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