

Hometown News Online!

Words of Wisdom...



"Be like a duck ...
always calm on the
surface but paddling
like the dickens
underneath!"
Michael Caine

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Where In the World Is
Sylvia?



Memorial Day to Labor
Day
Farmers' Market -
Aitkin, MN

June 10-11, 2017 ...



May 24, 2017

HOW IMPORTANT IS SPONSORSHIP MEASUREMENT TO SPONSORS?

If they are investing their money
with you and your events ...
VERY important.

How do you *measure*? How do
you *validate*? Do you know the
value of all your benefits? Do
you know what is important to
your sponsors? Did you take
time to find out?!?

Last week, I was privileged to
teach at the University of North
Georgia in Dahlonega, GA for
the SE Tourism Society
Marketing College. It was
festival and event people, CVB
and Chamber executives,
volunteers, board members and
miscellaneous others, all
interested in learning about a
range of topics and, of course
my favorite, **sponsorship**.

One of the eye openers is
always the concept of a post-
event report that is more than a
series of pictures and numbers
that have no bearing on value.
I would love to share with you
my pricing structure, how I go

7th Annual Jersey
Shore Wine Festival

June 15-28, 2017 ...
trip to Uganda, Africa

July 15, 2017
Lakes Area Music
Festival, Aitkin, MN

August 18, 2017
National Assn. of
Home Builders,
Denver, CO

September 9, 2017
Harvest Moon
Brewfest, Aitkin, MN

about determining the value of a
sponsorship and how to
determine the post-event value.

Just e-mail me and I will send it
to you!

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Remember Memorial Day is this
coming Monday and what it
means!



Special May offer ...

20% discount if you order before May 31,
2017!

Have you bought a copy of my sponsorship
book yet and/or DVD? If not, click on the left ...
Sylvia's books ... and order. I guarantee if you
follow the rules you will increase your
sponsorship sales by a minimum of 10% or
your money back.

Want a preview? [Click here!](#)

<https://www.youtube.com/channel/UCyR6vOJzxm7UmueLOkN9bNQ>

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