

CANADIAN
MARKETING
ASSOCIATION
CANADIENNE
DU MARKETING

CMA/ACM

CHAPITRE OTTAWA
OTTAWA CHAPTER



**CMA Ottawa
Invites you to a luncheon on
Tuesday, October 27, 2009**

**Bernie Colterman
President, CMG Canada**

**Results-Driven Sponsorship Marketing:
New Rules for the Game**

As sponsorship marketing evolves into a more sophisticated, results-driven medium, it has outgrown traditional notions commonly associated with it. Any organization slow to adapt to the new mindset and rules of the game, will soon find themselves without relevance or corporate support. And any company not leveraging all of the opportunities associated with their sponsorship, is probably not getting a good return for their investment.

This presentation will explore how the traditional sponsorship model has changed from generic gold, silver, bronze packages and interruptive messaging into a higher level of *strategic partnership marketing* that focuses on delivering value to the company, the organization and most importantly, the customer. Also discussed will be how organizations need to adapt their outdated perceptions of the word “sponsorship” to capitalize on the full impact of this increasingly important marketing medium.

Bernie Colterman, President, CMG Canada

Bernie Colterman is President of the Colterman Marketing Group (CMG) Canada, an Ottawa-based firm specializing in strategic marketing planning, sponsorship marketing and revenue generation. He is also Co-founder / Director the Centre of Excellence for Public Sector Marketing. Throughout his 20-year marketing career, Bernie has contributed to a diversified portfolio of marketing campaigns for the public, not-for-profit and the business sectors. A master at brokering commercial partnerships, he has facilitated hundreds of collaborative arrangements for both industry and government; raising over \$25 million dollars in sponsorships. His highly acclaimed *Designing and Selling Your Sponsorship Program* and *Revenue Generation Boot Camp* workshops are attended by hundreds of professionals each year. Bernie is a regular contributor to publications and a speaker at conferences aimed at government and not-for-profit audiences.

When: Tuesday, October 27th, 2009 from 11:45 a.m. to 2:15 p.m.

Where: Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

Cost: \$ 35.00 for CMA members, \$ 50.00 for non-members

Plenty of free parking (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)

Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

Please see reverse for registration form

Please register me for:
Results-Driven Sponsorship Marketing
Bernie Colterman President, CMG Canada
Tuesday, October 27, 2009 – 11:45 a.m. to 2:15 p.m. @
Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: _____

Co. Name: _____

City _____ Province _____ Postal code _____

E-mail _____ Telephone _____ Fax _____

Please list all attendees in your party:

I heard about this event: OBJ Ad CMA Website Mail Email

CMA Members: \$ 35.00	Non - Members: \$ 50.00
-----------------------	-------------------------

Please reserve: _____ seats _____ member(s) _____ non-member(s)

Total \$ _____

VISA Mastercard

Card # _____ Expiry date _____

Signature _____

Become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs. If you are interested, please check the box below and someone will contact you.
I am interested in becoming a member of the CMA Ottawa Chapter.

Please RSVP to FAX (613) 248-4667
EMAIL: info@cmaottawa.com

Limited attendance: Registration is on a first come-first served basis.
If you are unable to attend please send someone else in your place.
No shows will be invoiced.



For a list of upcoming events visit: www.cmaottawa.com