

Building Active Community Workshops

Free workshop for sports participants, parents, coaches, teachers and volunteers.

Laidley Marketing and Sponsorship

Presented by Steve Brook, this workshop will cover:

Steve Brook is an experienced event manager with extensive experience in marketing and sponsorship for Basketball Queensland & Touch Football. Steve currently works for Surfers Paradise Alliance as their Business Development Manager.

- How can you turn your club into a purple cow?
- Strategies for marketing your organization
- Identifying problems & opportunities
- Targeting your marketing efforts to your "niche market"
- Getting your "marketing mix" right
- How to write effective media releases
- How to generate PR (public relations) for your organization
- How to identify & attract sponsors
- How to write a stand-out sponsorship proposals
- Strategies for retaining sponsors long term

When and where: 6pm – 9pm
Monday 30 May 2011
Laidley Cultural Centre
Rosewood-Laidley Road

RSVP Wednesday 25 May 2011

Light refreshments provided

To register, contact Sport and Recreation Services, Department of Communities on **(07) 4615 3600** or email **SouthWestSportRec@communities.qld.gov.au**

Click on www.sportrec.qld.gov.au and get active!