

Are you struggling to **find new sponsors** interested in your industry?

Would you like to know **who sponsors your competition?**

Do you want to **save hundreds of hours** on sponsorship research?



# 2010 IEG Sponsorship Sourcebook

The strategic data you need to help you capitalize on opportunities faster with less time spent on research



The comprehensive guide to sponsors, properties, agencies and suppliers

# Tap Into Sponsorship's Information Pipeline

## **2,000 Most Active Sponsors**

plus sponsorship contact names, mail, phone  
and fax information

## **2,000+ Properties**

complete contact info, plus location, date, category,  
budget, attendance and sponsors

## **800+ Agencies & Specialized Services**

complete contact information and their area of expertise



**Includes CD-ROM**  
free with your *IEG Sponsorship*  
*Sourcebook* purchase

# 2010 IEG Sponsorship Sourcebook including CD-ROM

## Sponsees, tap new revenue.

Generate targeted new leads by seeing who has a special interest in your property type. Find out who sponsors what, who prefers grassroots ties and who buys title. You'll have this information on 4,500 companies in *IEG Sourcebook's* Index of Sponsors. Plus, you can connect directly with the 2,000 decision-makers from the most active sponsoring companies. The *Sourcebook* delivers the names, titles, addresses, phone numbers and fax numbers of each company's key players.

## Locate the agencies with the specialties and services right for you.

Connect with the services you need: sponsorship sales, client entertainment, TV packaging, sponsorship selection, program management, research and evaluation. *IEG Sourcebook* introduces you to agencies that can execute your programs around the world or on a local level. And, you'll find experts that specialize in everything from motorsports to music festivals. Agencies are listed by category to help you find the most appropriate counsel.

## Sponsors, get more for your money and keep tabs on the competition.

Sports. Music. Festivals. Arts. Causes. Fairs. Museums. Venues. Touring Attractions. *IEG Sourcebook* includes scores of new, emerging and established opportunities, so you can efficiently locate

### **The Coca-Cola Company**

*Beverages – Soft Drink*  
Scott McCune, V.P. & Director, Integrated Marketing  
One Coca-Cola Plaza, P.O. Box 1734  
Atlanta, GA 30301  
Tel: [REDACTED] Fax: [REDACTED]

### **Colgate-Palmolive Company**

*Personal Care*  
Scott Campbell, General Manager,  
Integrated Marketing Communications  
300 Park Avenue  
New York, NY 10022  
Tel: [REDACTED] Fax: [REDACTED]

Cypress, TX

### **Spotlight Creative, LLC**

Cheryl E. Walters, Communications Director  
11123 McCracken Circle, Suite C  
Cypress, TX 77429  
Tel: 281.970.3800 Fax: 866.425.1347  
cheryl@spotlightcreative.com  
www.spotlightcreative.com

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*Add'l Services:* Internal Communications

Spotlight Creative specializes in the design and development of customized print and electronic fulfillment reports. We assist properties by co

Puyallup, WA

### **The Puyallup Fair**

*State/County Fair, September 10-26*  
Gwynneth Sutherland, Sponsorship Manager  
The Puyallup Fair  
110 Ninth Ave., S.W.  
Puyallup, WA 98371  
Tel: 252.841.5022 Fax: 253.841.5390

those that fit your objectives and your budget. Evaluate all of your options with comprehensive listings including dates, location, contact names, phone and fax numbers, e-mail and Web site addresses, attendance figures, budgets and current sponsors.

## Identify specialized services that make events happen and sponsorship more effective.

The *IEG Sourcebook* has the *who*, *what* and *where* to help you quickly find the services that are critical to the success of your events. Why waste time searching when you can find hundreds of experienced suppliers all in one place? Whether you want to add flash with mobile video screens, need a research firm to monitor attitude shifts toward your brand, or seek specialists in merchandising and licensing, we've got them indexed conveniently by category.

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gwynne@thefair.com  
www.thefair.com  
\$1,200,000 @ Les Schwab Tires; American Football Insurance; Comcast; Budweiser; Pepsi-Cola; Bank; Fred Meyer; Coca-Cola; Qwest; American Washington's Lottery; Multicare; Ford

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**Exhibit Lighting Group**  
Jeff Rudner, President  
6520 Platt Ave., Suite 628  
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## Find It All at a Glance

IEG's *Sourcebook* includes more than 400 pages in 10 tabbed indexes, allowing you to quickly find what you're looking for. You'll find the strategic data needed to help you capitalize on opportunities faster with less time spent on research. You'd have to spend hundreds of hours and thousands of dollars to locate the opportunities and contacts *IEG Sourcebook* puts at your fingertips.



1 Most Active Sponsors

2 Sponsor Index-  
Who Does What

3 Sponsorship Opportunities  
USA by Location

4 Sponsorship Opportunities  
Multiple States by Location

5 Sponsorship Opportunities  
International by Location

6 Sponsorship Opportunities  
by Category

7 Sponsorship Opportunities  
by Month, Attendance and Budget

8 Sponsorship Agencies  
by Category

9 Sponsorship Services and  
Suppliers by Category

10 Master Index

# Order Now

**YES**, please send me the 2010 *IEG Sponsorship Sourcebook* with CD-ROM: \_\_\_\_\_ copies at \$399 each. I agree to the terms below.

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- media
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