

## EDUCATION PROGRAM PROPOSAL

**TITLE:** "A Hands on Approach to Corporate Sponsorship and Marketing Opportunities"

**DESCRIPTION:** Are you tired of always hearing the same story every year in regards to a new program or the development of a new facility or project in your community? Has your budget been cut or new projects put on the "shelf" for sometime in the future? Now is your chance to put that frustration to work for you and your community. Come and explore the exciting world of developing a sponsorship and marketing program for your organization. No project is too small or too grand for this type of program. Sell this "win-win" opportunity to the largest of corporations or the "ma and pop" shop down the street. This session will help you learn the nuts and bolts of designing and implementing an overall sponsorship and marketing program for your department and agency. It will include the development of a "Friends" Organization as well as flyers, brochures, and information letters. You will leave this session with a handbook that includes all the information that you need to develop a program that will meet the needs of any project or idea. So, come and join us on a new and exciting adventure.

**SESSION LENGTH:**     1¼ hours (0.1 CEUs)                       2¼ hours (0.2 CEUs)

**TARGET AUDIENCE:**

Entry Level                       Aquatics                       Citizens/Board Members                       Students  
 Management                       Therapeutic Rec.                       Recreation Programming                       Parks & Facilities

**NEEDS IDENTIFICATION:** Why is this session important?

1. Budget Cuts
2. Project Dilemmas
3. A Win-Win Situation for Everyone

**MEASURABLE LEARNING OUTCOMES:** Use action words to describe learning outcomes. Participants will...

1. Learn how to develop and implement a sponsorship and marketing program for their community.
2. Actually choose a project that they will be able to take back to their community and start working towards obtaining sponsorships.
3. Participants will leave this session feeling invigorated and energized regarding untapped financial opportunities within their community.
4. Participants will leave with a handbook that they will be able to utilize to help them get their own program started.

**INSTRUCTIONAL METHODS:**     Lecture                       Handouts                       Audience Participation  
 Visual Aids                       Demonstration                       Case Study                       Other: \_\_\_\_\_

**SPEAKER CONTACT INFORMATION:**

**LEAD SPEAKER NAME:** Juliene R. Hefter, MSOLQ, CPRP

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**TITLE:** Owner

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