

Building Active Community Workshops

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

Marketing and Sponsorship

Presented by Complete Performance Solutions

Topics Covered:

- How can you turn your club into a purple cow?!?
- Targeting your marketing efforts to your "niche market"
- Getting your "marketing mix" right (i.e. products, price, promotion & distribution)
- How to write effective media releases
- How to generate PR (public relations) for your organization
- How to identify & attract sponsors
- Strategies for retaining sponsors long term

Presenter:

- **Steve Brook** is the Business Development Manager for the Surfers Paradise Alliance and previously worked with Basketball Queensland as their Senior Events Manager. Steve has vast experience with generating marketing materials for events as well as engaging with media and securing business partners.

When and where: **6 – 9pm**
Wednesday 15 September 2010
Oxley Golf Club (Fairway Room)
290 Boundary Road, Oxley

Light refreshments provided from 5.45pm

So we can cater for your attendance please **RSVP** by **10 September** on
bris.sportrec@communities.qld.gov.au or (07) **3896 9931**

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