



**CONNECTICUT  
RECREATION & PARKS  
ASSOCIATION**

# JOINT LEADERSHIP SEMINAR

Wednesday, May 16, 2018

## LOCATION:

Sturbridge Host Hotel  
& Conference Center  
366 Main Street  
Sturbridge, MA 01566

CRPA & MRPA invite our member directors and upper level employees to join us for an **exclusive seminar** aimed at addressing two important topics for senior staff members in the parks and recreation field.

**Sylvia Allen**, Founder and Principal of Allen Consulting, Inc. will be leading a morning seminar on the **12 steps to sponsorship success**. We will break for a sit-down lunch and provide you with time to **network and trade ideas with seasoned professionals** from municipalities in both Connecticut and Massachusetts. The final session of the day will discuss the **development of an effective public relations strategy** to attract sponsors and **boost department revenue**.

## SCHEDULE:

Registration: 9:00 9:30 am  
Continental Breakfast: 9:30 10:00 am  
Session 1: 10:00 am 12:00 pm (0.2 CEU's)  
Lunch: 12:00 1:30 pm  
Session 2: 1:30 3:30 pm (0.2 CEU's)



Breakfast Sponsor



Lunch Sponsor

Interested in sponsoring?

Contact CRPA!

860.721.0384 or [info@crpa.com](mailto:info@crpa.com)

[CLICK HERE](#) for the sponsor information form



## REGISTRATION & PAYMENT

**REGISTER EARLY!** Space is limited to 50 registrants.

*Payment is due by 5/2/18. No refunds for cancellations after this date. Registrants that do not show without cancelling prior to this date will be billed the full amount.*

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendee 1: \_\_\_\_\_ Title: \_\_\_\_\_  CRPA (\$115)  MRPA (\$115)

Attendee 2: \_\_\_\_\_ Title: \_\_\_\_\_  CRPA (\$115)  MRPA (\$115)

*(If more than 2 attendees, please use a 2nd form)*

TOTAL DUE: \$ \_\_\_\_\_

Check Enclosed (payable to: "CRPA," 135 Day St., 2nd Floor, 2H, Newington, CT 06111)  Send Invoice  PO# \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ABOUT  
THE  
SPEAKER

Sylvia Allen, *Founder & Principal, Allen Consulting, Inc.*

Sylvia Allen, Founder and Principal of Allen Consulting, Inc., has consistently provided award-winning (and attention getting) PR campaigns for a diversity of clients including everything from the Iditarod in Alaska to the PNC Bank Arts Center to a diversity of non-profits headquartered in New Jersey. Her organization's goal is to treat each client individually and provide that client with innovative thinking and tangible results for greater visibility and marketing success. One of New Jersey's leading PR Agencies, Allen Consulting has been providing strategies to generate positive publicity and media relations services to both for-profit and nonprofit organizations for over 30 years. Primary services include media relations training, publicity and promotion, cause related marketing, public relations and integrated marketing communications. Other services include media analysis, content development including PR kits, case studies, testimonials, backgrounders and press releases, tradeshow and seminar planning and management, speaker bureau programs, media training, strategic counsel, and crisis communications.

As an internationally recognized author and sponsorship sales expert, her marketing and public relations firm produced more than 100 events and raised more than \$1 million worth of sponsorships for clients last year. Allen is co-author of "How to Be Successful in Sponsorship Sales" and author of "A Women's Guide to Sales Success" as well as numerous articles on sponsorship sales and marketing. Her well-known commentary, "The 12 Steps to Sponsorship Success" has just been released on DVD.

12 Steps to Sponsorship Success (0.2 CEU's)

SESSION  
ONE

Finding money is easy... when you know how. This two hour session will deal with the 12 steps to sponsorship success that guarantee your ability to raise sponsorship dollars. From taking inventory all the way through the sales process and providing a post event, you will learn how easy it can be... if you follow the rules. Industry expert, Sylvia Allen helps us to understand the value of what we are selling and determine fair price points for the sponsorships, letting you walk away with the tools needed to generate more dollars and have fun doing it!

SESSION  
TWO

Finding Your Public Relations Formula (0.2 CEU's)

Everyone thinks they know how to do PR but... do they? How crucial is a media list? How important is social media? What are your negotiation tactics with radio, TV, print, etc.? Just like the formula for sponsorship, we will construct a formula for public relations as well! See how the development of a media list with maximum exposure for your programs generates greater visibility for your organization. This increased visibility is key to attracting sponsorships and boosting revenue through memberships and attendance at your programs and events.

Sturbridge Host Hotel  
& Conference Center

366 Main Street, Sturbridge, MA 01566

HOTEL  
INFO

This event will have a small block of hotel rooms available at the Sturbridge Host Hotel for the night of Tuesday, May 15th. Reservations must be made individually. Please reference the CRPA/MRPA Leadership Seminar when booking your room. Room, tax, and incidentals are the responsibility of the individual booking the room. Reservations must be made by 4/24/18 to be included in the block. Contact the hotel reservation desk at 508-347-7393 for more information and to make a reservation. **Room Rates:** single/double: \$127, triple: \$137, quad: \$147. *Overnight room rate subject to an 11.7% occupancy tax, subject to change and mandated by MA state law.*