



FOR IMMEDIATE RELEASE

Contact: Paula Beadle
Phone: 206-351-2805
Email: paula@caravelmarketing.com

Former IEG Senior Vice President Jim Andrews to Headline Sponsorship Mastery Summit, September 25-26 in Seattle

April 24, 2019 (Seattle, WA)—Caravel Marketing announces its [Sponsorship Mastery Summit](#), a two-day rigorous sponsorship training program that will take place September 25-26, 2019 in Seattle, Washington. The summit is designed specifically for sponsorship sales leaders to improve performance, increase revenue and master sponsorships.

Participants will hear from and collaborate with sponsorship thought leaders like [Jim Andrews](#), former senior vice president of IEG. Andrews is a 30-year sponsorship industry veteran and a trailblazer in the areas of sponsorship strategy, valuation, measurement, digital content, data-driven marketing and fan engagement. He is a dynamic speaker and has been featured at hundreds of sports, entertainment and marketing conferences around the world.

Attendees will learn from sponsorship experts from well-respected organizations like Alaska Airlines, Delta Dental, Seafair, Seattle Center, Seattle Seahawks, Special Olympics, and more. The summit will facilitate a number of exciting, intensive and interactive sales training sessions.

Topics will include:

- *Telling Your Story*
- *Sponsorship Sales Trends and Best Practices*
- *Developing a Sales Plan*
- *Building and Managing a Successful Team*
- *Proven Sales Process*
- *Active and Emerging Sponsorship Landscape*
- *Creating a Winning Proposal*
- *Powerful Negotiating and Contracting Strategies*
- *Strategies and Tactics Used by Masters*

The Sponsorship Mastery Summit will include ongoing opportunities to participate in training and connect with others beyond the event. Event attendees will have access to webinars, insight reports, tools, resources and more on the most relevant and important topics key to sponsorship success for three months following the summit.

Sponsorship Mastery Summit will take place at the Hyatt Regency Lake Washington at Seattle's Southport, which perfectly combines the natural beauty of the Pacific Northwest with modern amenities. Guests will enjoy close proximity access to Sea-Tac International Airport, downtown Seattle, plus ample opportunities for shopping, dining, hiking, or relaxing at the hotel. Registration for the two-day SMS is \$1,400 and includes meals, sunrise yoga, happy hour and a special gift. Lodging at the Hyatt Regency is available at a special conference rate.

For more information and to register, visit SponsorshipMasterySummit.com.

About Caravel Marketing

Caravel Marketing provides sponsorship and revenue development services to entertainment and sports properties, nonprofits, associations, corporations and government agencies. Caravel develops and implements strategic plans to increase sponsor value, accelerate performance, and connect companies and properties to create meaningful partnerships. For more information, visit CaravelMarketing.com.