



**COASTAL
COMMUNITY**

**TOGETHER, LET'S DO
GREAT THINGS**

Coastal Community Credit Union & City of Nanaimo Hosting Sponsorship Series

September 17, 2013- The City of Nanaimo and Coastal Community Credit Union are partnering to offer a workshop series on the topic of sponsorship. The workshop series will be led by industry expert Brent Barootes of the Partnership Group. The four part series will guide participants through the process of securing a successful sponsorship partnership including; valuation, bid package preparation, bid presentations, and activation and fulfillment.

“From our perspectives both as a municipal body and an island based corporate community partner, we see firsthand that there are many groups doing a lot of good within our communities and without outside sources of funding these good works are not possible. We know there is a need for this type of knowledge in order for these groups to fulfill their goals,” explains Suzanne Samborski, City of Nanaimo Senior Manager, Recreation and Culture Services.

“Coastal Community is excited to sponsor this series by one of the field’s leading experts. These sessions will undoubtedly be of great benefit to those who attend and we encourage all non-for-profit groups, sports teams, event organizers, cultural organizations, corporate partners, municipal leaders, economic development groups, community development professionals and students take part in this networking and learning opportunity,” says Allyson Prescesky, Manager, Community Experience and Communications with Coastal Community Credit Union.

The dates of the full day workshops are: September 24, October 17, November 21 and January 23. All four sessions will be held at Bowen Park Community Centre. Registration for the sessions is available through ireg.nanaimo.ca, use sponsorship as the search word. The cost for all four sessions is \$175.00 or \$50.00 per session. For more information about the series please contact Elizabeth Williams, 250 755 7526 or Elizabeth.williams@nanaimo.ca

-30-

Media Contacts

Elizabeth Williams
Manager, Recreation & Culture Services
250 755 7526
Elizabeth.williams@nanaimo.ca

Allyson Prescesky
Manager, Community Experience &
Communications
250 741 3268
Allyson.prescesky@cccu.ca