

January 12, 2010



UPCOMING PROFESSIONAL DEVELOPMENT OPPORTUNITIES

SPORT TOURISM WORKSHOP - January 26th

If you host or are interested in hosting sport events in York Region, plan to attend the York Region Sport Tourism Workshop in partnership with the Canadian Sport Tourism Alliance!

Sport Tourism was identified in the York Region Long Term Tourism Destination Development Strategy as an opportunity to support sustainable tourism and economic growth for local businesses and municipalities.

Date: January 26, 2010

Location: The Sports Village Complex , 2600 Rutherford Road in Vaughan.

Please FORWARD this invite to colleagues and organizations from York Region who may be interested in attending.

Please register by contacting:

Steven Trainor, Project Coordinator

(613) 231-4105 or strainor@canadiansporttourism.com

HST SEMINAR - February 10th

On July 1, 2010 HST goes into effect. HST will require sport organizations to re-evaluate current programs and budgets and make changes to accounting systems in time for May 1, 2010 when transitional rules will begin to apply.

SPORT4ONTARIO has invited tax expert Jonathan Spencer, C.A. to help members prepare for HST. This seminar will lead attendees through the key elements of HST, help you to understand how HST will affect your organization and develop a plan for the necessary changes.

This seminar will be of interest to Executive Directors, staff and board members charged with implementing HST within their organizations and communicating the impact of this new tax.

Seminar leader: Jonathan Spencer is a chartered accountant with more than 20 years experience as a GST and PST consultant. He is the author of the Practitioner's Guide to Retail Sales Tax, a frequent speaker and facilitator and an active volunteer board member.

Date: February 10, 2010

Time: 12:00 noon to 1:30 pm

Location: 3 Concorde Gate, Boardrooms 3/4

Details to follow

IEG SPONSORSHIP WEBINARS

January 21: Strategic Servicing: How to Keep Sponsors Happy and Coming Back

Participate in IEG's Strategic Servicing: How to Keep Sponsors Happy and Coming Back Webinar to learn the critical areas where sponsors say they need assistance and discover how to provide that help in ways that benefit both your partners and your property. *Details to follow*

January 28: Taking Your Property's Sponsorship Program to the Next Level

Learn how to go beyond the basics in packaging benefits, targeting prospects and building an internal organization that can maximize sponsorship opportunities. *Details to follow*

February 11: Creating Cutting-edge Activation Programs

Sponsoring without leveraging is like buying an electronic device but not the batteries. Learn the latest successful promotional tactics and strategies that sponsors and their property partners should implement to make sure sponsorships hit home with their targeted audiences. *Details to follow*

February 18: Basic Training: The Keys to Becoming Successful in Sponsorship

If you're involved in sponsorship at any level or plan to get involved, then this Webinar is for you. In just 90 minutes, you'll get the inside scoop on what it takes to succeed in sponsorship. *Details to follow*

February 25: Fast-track Your Sales: 20 Proven Ideas in 90 Minutes

Hear sales tips from the industry's best and brightest sellers, covering the gamut of property types from

sports to nonprofits. Each idea is something any sponsorship sales person could put into practice. A great opportunity to refresh your approach and change your game. *Details to follow*

With support from:



Our mailing address is:

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