



Wednesday, August 26 – Optional Early Bird Events

- 10 a.m. – Noon “Secrets of Marketing and Social Networking” by Renasant Center for Ideas
Katie Drewery from SBDC, Josh Mabus, Mabus Marketing and Carey Snyder,
Carey Snyder Marketing
Note: The seminar is free but must pre-register by **August 15**. For more information
or to sign up, call 662.842.4521 or email info@cdfms.org.
- 5 p.m. Early Bird Reception at Home of Debbie Brangenberg
204 South Front Street, Suite 204 in downtown Tupelo

Thursday, August 27

- 8:30 a.m. Registration
9:00 a.m. Welcome and Announcements
Jack Reed Jr., Mayor of Tupelo and Bob Wilson, MMSA Executive Director
9:30 a.m. “The 12 Steps to Sponsorship Success, Part I”
Sylvia Allen, President of Allen Consulting
10:45 a.m. Break
11 a.m. “The 12 Steps to Sponsorship Success, Part II”
Sylvia Allen
12:15 p.m. Break for Lunch (Included)
1:30 p.m. “Conducting a Charitable/Nonprofit Organization”
Kathy French and Tanya Webber, Mississippi Secretary of State’s Office,
Securities and Charities Division
3:00 p.m. Adjourn for free time (Shuttle provided to downtown shops, the Auto Museum and
Elvis’ Birthplace)
5:30 p.m. Reception at Tupelo Convention and Visitors Bureau Center
7 p.m. Dinner and Entertainment on “The Roof” at Park Heights
(Optional – Meal not included in registration cost. Must sign up by August 21).

Friday, August 28

- 9 a.m. “How to Price Your Sponsorship”
Sylvia Allen
10:15 a.m. Break
10:30 a.m. “How to Sell Sponsorship During an Economic Downturn/ Is there a Silver Lining to
the Sponsorship Cloud?”
Sylvia Allen
Noon Main Street NOW Campaign Briefing for Managers (Lunch included)

FEATURED SPEAKER: SYLIVA ALLEN

Sylvia Allen is President of Allen Consulting, a sponsorship and marketing organization based in Holmdel, NJ. Some of the words her colleagues have used to describe her include tireless, passionate, tenacious and energetic.

Celebrating 31 years in business in 2009, Allen Consulting has provided public relations, event marketing/ management services and sponsorship sales for a variety of community-based clients as well as national and international clients, such as "The Money Pit Home Improvement Radio Show" and the Iditarod. Allen also taught at New York University for 20 years as well as all over the world on selling sponsorships.

Sylvia is the author of several books including *How to be Successful at Sponsorship Sales* and *A Woman's Guide to Sales Success*. She has published hundreds of articles on sponsorship and marketing for major publications such as *Main Street News*, *Selling Power*, *Radio and Records*, *Radio Ink* and *Sports Travel* as well as for *IFEA* and *First Night International*. She has presented numerous seminars in the United States and Canada as well as internationally, including The Asia Forum in Singapore, The Second Annual China Festivals and Events Conference in Shanghai, The Asia Forum in Malaysia and the Women's Forum in Okinawa, Japan.

In 2003, after visiting Africa, Sylvia formed her own non-profit (501c3) organization called Sylvia's Children to help impoverished children in Uganda, Africa. She can be reached at 732-946-2711 or sylvia@allenconsulting.com.

***Cost to Attend**

\$75 – Main Street Managers

\$100 – Association or Network Members

\$125 – non-members

*An additional \$15 includes Dinner at Park Heights on Thursday, Aug. 27

To register: please call 601-944-0113 or email denisehalbach@msmainstreet.com.

Please indicate whether you will attend dinner and which optional Free Time activity you would like (choose one).

Our Policy

The deadline to register for Promotion Training is **Friday, Aug. 21**.

Reservations may be cancelled without penalty until Tuesday, August 25 at 9 a.m.

Reservations not cancelled by the deadline may be billed for the full amount.

Hotel Accommodations

Hilton Garden Inn, Tupelo

662-718-5500

MMSA Group Rate: \$109 per night

Training will be held in the Sweet Gum Room of the BancorpSouth Center.