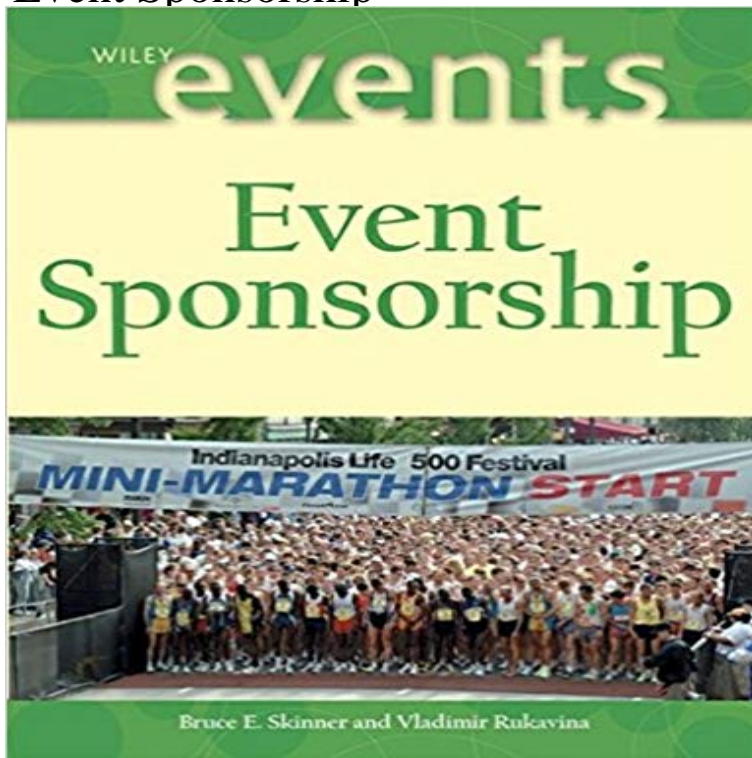


## Event Sponsorship



State-of-the-art methods for finding, securing, and retaining the best corporate sponsors. The authoritative guide to creating and closing deals with irresistible ROIs. Event Sponsorship provides step-by-step guidelines for attracting, signing, and keeping sponsorship for any event, including festivals, conventions, expositions, sporting events, arts and entertainment spectaculars, charity benefits, and much more. This hands-on resource presents successful strategies and tools for staying competitive in today's market by offering corporate sponsors the highest return possible on their investment. Leading experts give real-world advice for researching and targeting prospective companies, developing a sponsorship marketing plan, creating an effective proposal, selling the sponsorship, and negotiating a deal. Learn how to bring increased sponsorship dollars to any event by:

- Placing value on sponsorships
- Expanding the value of a sponsor
- Creating the best image for an event
- Networking with other event professionals worldwide

With complete coverage including case studies, legal issues, the Internet, the sophisticated corporate customer, non-sports sponsorship opportunities, and an international view of sponsorship, Event Sponsorship is a powerful tool for event managers and other event professionals. THE WILEY EVENT MANAGEMENT SERIES-Series Editor, Dr. Joe Goldblatt, CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

## Event Sponsorship

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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**Cosumnes CSD Elk Grove & Galt, CA** Event Sponsorship. We invite you to partner with YWCA Delaware by sponsoring our Breakfast Recognition from the podium as premier sponsor of event **Event Sponsorship - Indianapolis Business Journal Event Sponsorship is Broken. Can We Fix it? - Event Manager Blog** Jan 7, 2016 Harness the power of event sponsorships by learning how to find the perfect sponsors for your event using data and proven tactics!

**Event Sponsorship LVB - Lehigh Valley Business** Our events offer tremendous popularity and high visibility, and corporate sponsorship can create the perfect venue for increasing sales and enhancing the image **BioOhio Event Sponsorship BioOhio** Event Sponsorship. Welcome to the Cosumnes Community Services District Parks and Recreation Departments Sponsorship Program! Were glad you have **Event Sponsorship - Variety - The Childrens Charity Iowa** May 4, 2012 Aimee Dunsmore, Development Director of the Utah Arts Festival, shares her secrets to getting HIGH DOLLAR sponsorships for your next big **How to Become an Event Sponsor NACME - NACME** If youre hosting an event, one of the first questions that come to mind is how you are going to fund it. Learn 6 innovative ways to attract event sponsors. **Event Sponsorship - AHK New York** Become an Event Sponsor. NACME events bring together hundreds of the countrys top educators, thought leaders, elected officials, students, and **Event Sponsorship - Innova Disc Golf** Variety- the Childrens Charity offers a wide variety of event sponsorship opportunities for corporate and community partners who want to make an impact on **Images for Event Sponsorship** Event sponsors give you the resources you need to take your event to the next level. But theyve become hard to win and harder to retain. So, how do you **10 Steps to Getting Corporate Sponsorship for your Festival or Event** **Event Sponsorship - FitAID** Gone are the days when sponsors and event hosts were content to bathe a party in logos and consider their work done. Increasingly innovative experiential **Oklahoma City Event Sponsorship Application** The CFO award finalists and winners will be honored at a breakfast event in December, 2016. IBJ will also publish a supplement on December 5, 2016 that will **Event Sponsorship Lakeshore** Jun 13, 2016 The tipping point of event sponsorship is here. As it gets more and more difficult to secure sponsors - this is what smart event professionals **Event Sponsorship - BizBash** Sponsor Boat is a sponsorship management platform that smartly matches events to sponsors, and vice versa. Make your event sponsorship proposal visible to **The New Rules of Event Sponsorships - Eventbrite US Blog** The purpose of the Event Sponsorship program is to support groups through the sponsorship and/promotion of events recommended by the Oklahoma City **Event Sponsorship Charleston County Parks and Recreation** EVENT SPONSORSHIP. Weve brought over hundreds of thousands through our doors since re-opening in December 2004. We have events for every audience Jan 26, 2017 Supercharge your event sponsorship search with these 14 proven best practices. Advice from experienced event pros on how to get and keep **Event Sponsorship Opportunity Enterprises** Your business can sponsor a special event. Well say thank you with recognition during the event and on appropriate publicity materials, as well as VIP access to **How to Get Sponsors for Events in 14 Simple Steps** Learn how to apply for Nationwides sponsorship of nonprofit events. We accept requests for nonprofit event sponsorships every year from January 1 until **SponsorMyEvent: How to get sponsors** Event Sponsorship. Thank you for your interest in having LifeAID at your upcoming event! For your review, please fill out the form below to get started: For events **SponsorBoat** **Event Sponsorship Proposals made easy!** Combining your activities with an event sponsorship is an excellent and cost-effective way of strengthening your presence in the German-American business **Nationwide Nonprofit Event Sponsorships - Nationwide** Event Sponsorship. Lehigh Valley Business offers marketers event sponsorships to leverage the effectiveness of their integrated print and online efforts.