

Hometown News Online!

Words of Wisdom...

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

-- Albert Schweitzer



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[Sylvia's books](#)

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Where In the World Is
Sylvia



January 31, 2018

WHERE ARE SPONSORSHIP DOLLARS FOR 2018?

In the January 17 issue of **MARKETING DAILY** it was reported that sponsorship spending in the United States in 2017 was \$23.1 billion and that it is projected to grow to \$24.2 billion in 2018.

Now, here is how that money was allocated ... by percentages:

- 70% went for sports
- 10% for entertainment
- 9% for causes
- 4% for the arts
- 4% for festivals, fairs and annual events
- 3% for association/membership organizations

Before you get depressed by the low percentages, you need to remember that 4% of the projected dollars for 2018 means almost \$1,000,000 of that will be available to you! Also, if you plan events, think about adding a sports element that would allow you to tap into some of those dollars. Be creative in your planning and you will be able to generate more dollars!

February 3, 2018

Center for Non Profit
Stewardship, Corvallis,
OR

March 11-17, 2018

Restaurant Week
West Orange, NJ

March 15, 2018

CPRS, Long Beach
Convention Center, CA

April 27-28

Waretown Spring Wine
Festival, Waretown, NJ

May 16, 2018

CRPA/MRPA
Sturbridge, MA

June 2, 2018

West Orange, NJ Street
Fair, West Orange, NJ

June 2-3, 2018

Cuisine on the Green\
Wine Festival, Little Egg
Harbor, NJ

June 9-10, 2018

Jersey Shore Wine
Festival, Lakewood, NJ

June 13-26, 2018

Uganda summer trip

Summer/Fall Saturdays

Aitkin Farmers' Market
9 am - 1 pm every Sat.
Aitkin, MN

September 8, 2018

Harvest Moon Brew Fest
Aitkin, MN

September 14, 2018

18th Annual Rotary Clay

In other words, just keep



trying!



Lots of great stuff every two weeks!

Shoot, Hugo, MN

**Rotary meetings for
Sylvia's Children**

February 7 -

Stillwater, MN