



The Cogeo team will be presenting a series of education sessions specifically for all member clubs at the LIJSL 36th Annual Convention.

Saturday, March 10th – LI Huntington Hilton

How to Bring in Sponsorship Revenue to Your Club	10:30 – 11:15 am
Tips and Tricks to Running Your Own Tournament	12:30 – 1:00 pm
Funding Your Organization Through Relationships	2:30 – 3:15 pm

All Sessions are in Executive Room II

How to Bring in Sponsorship Revenue to Your Club	10:30 – 11:15 am
---	-------------------------

This session will provide deep insight into today's sponsorship world and what brands are looking to receive when they sponsor your organization. The session will also discuss common sponsorship misconceptions, how to start a sponsorship program for your organization featuring a step-by-step description of the process from start to finish. The session will also highlight specific "do's and don'ts", advice on how to value your sponsorship packages, how to build an effective proposal, strategies on sales outreach, and much more. Come prepared to learn how to develop a sponsorship program that will deliver additional bottom-line revenue to your organization each year.

Gabby Roe



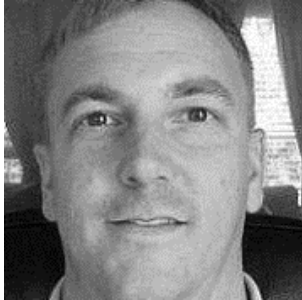
... has been at the forefront of creating, developing and building successful high growth sports, entertainment and lifestyle properties for over 30 years. Gabby's scope of influence covers many areas of the sports business including sponsorship sales, new property development, sponsorship activation, licensing, television programming and production and television rights sales/distribution, business plan creation and budget/financial planning and execution, among other areas.

Gabby has 25+ years of direct experience selling sports related sponsorships, with nearly \$100 Million dollars sold to-date for properties such as Continental FC Soccer Club, APL Tournaments, YSC Soccer Facility, Major League Lacrosse, AVP Beach Volleyball, UDEF Pro Breaking Tour, Beach Soccer Company, ASA World Tour (action sports), National Lacrosse League, Major League Triathlon, American Ultimate Disc League, Philadelphia Regional Performing Arts Center and many more. Gabby was named to the Forty under 40 list by the Sports Business Journal, which recognizes the forty executives under the age of 40 making a significant impact in the world of sports.

Tips and Tricks to Running Your Own Tournament

12:30 – 1:00 pm

This session will discuss effective ways to organize your event from start to finish. Throughout the session you will learn best practices for the recruiting of teams to managing the day of the event. Come ready to learn the in's and out of tournaments.



Joe Levan

... is a managing partner with Atlantic Premier Soccer League (APL) and APL Tournaments. He has over 18 years in the sports management industry, with a focus in soccer. He has managed and assisted in prestigious events such as the NIKE International Premier Cup, Manchester United Premier Cup World Finals and many other events. He is the co-founder of the FC DELCO Players Cup. Additionally, APL Tournaments owns six events and is under management contracts with an additional 10 others. Joe's scope of work focuses on effective tournament management to maximize profits for clubs.

Funding Your Organization Through Relationships

2:30 – 3:15 pm

Explore a comprehensive approach to fundraising for your club. The session will discuss effective ways to raise funds for financial aid, technology, coaching development, as well as capital campaigns for facilities.

Case studies will be discussed on how clubs are currently leveraging fund development tactics to increase their income potential and ensure long-term sustainability.



Rob Kusel

... is the Managing Director of Consulting Services at Cogeo. Rob was a Vice President and Partner with San Jose based Essex and Drake Fund Raising Counsel from 2004 - 2013. From 2002 to 2004, Rob served as the Director of Development and External Affairs for Blue Oak School, the first independent school in the Napa Valley, where he raised over \$10M for facilities and endowment. Prior to Blue Oak, Rob spent 5 years as an executive with companies which specialized in developing web-based programs to assist non-profits in achieving membership-relation and fundraising success. His institutional advancement experience includes a four-year stint as Director of Development for Major Gifts, Stanford University. From 2001-2008, he served on the Stanford University Soccer Advisory Board as chair on the sub-committee for facilities and long-range planning and 2004 was awarded the Stanford Cardinal Leadership Award. Prior to Stanford, Rob was Director of the six-year \$103M Centennial Campaign for The Hotchkiss School, Lakeville, CT, the then largest campaign undertaken by an independent school globally. He has been a volunteer fundraiser for Williams College since graduation in 1983. An avid soccer player and fan, Rob was a college All-American and has coached youth soccer for many years.

All Sessions are in Executive Room II

Saturday, March 10th – LI Huntington Hilton