

WINNING AT SPONSORSHIP

October 2-4, 1988
Hotel Inter-Continental New Orleans, LA

Time is running out...space is filling up!
REGISTER TODAY
CALL 615/321-4254

Winning At Sponsorship is a forum for the latest trends and opportunities in sponsorship and event marketing. You'll see why over one thousand executives in the entertainment & leisure industry have attended our seminars to learn new ideas from industry professionals experienced in planning, developing and executing profitable events.

WHO WILL ATTEND

Executives and top management responsible for planning special events for:

- arenas • stadiums • fairs
 - theme parks • clubs
 - festivals • record companies
 - talent & tours
- Plus corporate marketing executives, ad agencies and promotions companies

SAMPLE TOPICS

- Being Creative: How You Can Sponsor Any Legitimate Event
 - Breaking Barriers: Non-Traditional Sponsorships Outside the Formula
 - Sponsorship From Stem to Stem - How to Start Right for Long-Term Effectiveness
 - How To Make Sure Your Sponsor Gets His Money's Worth
 - Press - How Much Can You Ask For and Expect To Get?
 - Should You Hire An Agency?
- PLUS ADDITIONAL Topics On:
- Proposals • Resources • Marketing • Promotion • Evaluation • Merchandising • Legal Issues

Featured Address By:
IRVING AZOFF
Chairman
MCA Music Entertainment Group
and
Vice President, MCA Inc.

SPEAKERS/PANELISTS WILL INCLUDE:

- Mitchell C. Berk - Entertainment Marketing, Inc.
- Jeffrey Milgrom - Entertainment Marketing, Inc.
- Joe M. Oblander - Coca-Cola USA
- Frank Buchenroth - Geauga Lake
- John DiPietro - WSRF FM
- Steven Corey - Incorsel Management Group
- Paul Stanley - P.S. Productions
- Patricia Wehby - Opryland U.S.A.
- Roger Moskowitz - Centre Management

Additional speakers will be announced at a later date

HOTEL/TRAVEL

Hotel - A block of rooms has been reserved for seminar participants at discount rates at the Hotel Inter-Continental, New Orleans. Single and double rooms at \$90 per night. Please contact the hotel directly and request the special Amusement Business/Billboard Sponsorship Seminar rate. Early bookings are advised. Write or call: Hotel Inter-Continental, 444 St. Charles Avenue, New Orleans, LA 70130, (504) 525-5566
Airline Discount - American Airlines is offering a special discounted rate for Winning At Sponsorship attendees on round trip fare to New Orleans. Call 1-800-433-1790 and ask for STAR File #S83224 to receive lowest available rates.

Registration Includes:
All sessions,
registration/reference
materials and
workbook; two
cocktail receptions;
two continental
breakfasts and two
luncheons

SEMINAR REGISTRATION

Mail this form to: WINNING AT SPONSORSHIP, P.O. BOX 24970, Nashville, TN 37203 or call 615/321-4254
Registration Fee - \$375 per person; \$340 if you register before August 18, 1988. Applicants accepted on first-come basis, so register early! (Fee does not include airfare or hotel accommodations.)

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____
Nature of Business _____

Payment enclosed (check payable in U.S. dollars to Billboard Publications, Inc.)
 Charge to: _____ American Express _____ Master Card _____ Visa

Total Payment \$ _____
Card # _____
Expiration _____ MC Bank # _____
Name on Card _____
Signature _____

Please list additional registrants on separate page

Registration fee does not include accommodations or airfare. Cancellations must be made in writing prior to September 16 and are subject to 10% cancellation fee. Absolutely no cancellations after September 16. Registration substitutions may be made.

AB BOXSCORE TOP CONCERT GROSSES

ARTIST(S)	Venue	Date(s)	Gross Ticket Price(s)	Attendance Capacity	Promoter
STEVIE WONDER	Radio City Music Hall New York, N.Y.	Aug. 22- Sept. 3	\$1,666,035 \$35/\$30/\$25	51,966 52,866	Radio City Music Hall Prods.
THE GRATEFUL DEAD	Spectrum, Philadelphia, Pa.	Sept. 8-9 & 11-12	\$1,394,333 \$19.50/\$17.50	73,817 sellout	Electric Factory Concerts Monarch Entertainment
THE GRATEFUL DEAD	Capital Centre, Landover, Md.	Sept. 2-3 & 5-6	\$1,372,931 \$19.50/\$18.50	72,201 sellout	Cellar Door Prods. Monarch Entertainment
GEORGE MICHAEL DEON ESTES	Palace of Auburn Hills, Mich.	Aug. 29-30	\$676,440 \$20	33,822 sellout	Belkin Prods. Cellar Door Prods.
GEORGE MICHAEL DEON ESTES	Rosemont Horizon, Ill.	Sept. 6-7	\$646,290 \$22.50	28,724 sellout	Jam Prods.
WHITNEY HOUSTON BENEFIT FOR UNITED NEGRO COLLEGE FUND	Madison Square Garden New York, N.Y.	Aug. 27	\$482,681 \$250/\$25/ \$18.50	17,702 sellout	Ron Delsener Enterprises
GEORGE MICHAEL DEON ESTES	Richfield Coliseum Ohio	Sept. 2-3	\$479,680 \$20	23,984 sellout	Belkin Prods.
SADE	Radio City Music Hall New York, N.Y.	Sept. 4-6	\$421,375 \$25/\$22.50	17,622 sellout	Radio City Music Hall Prods.
ERIC CLAPTON BUCKWHEAT ZYDECO	Meadowlands East Rutherford, N.J.	Sept. 6	\$389,123 \$20/\$18.50	20,659 sellout	Monarch Entertainment John Scher Presents
GEORGE MICHAEL DEON ESTES	Rupp Arena, Lexington, Ky.	Sept. 11	\$353,480 \$20	17,674 sellout	Belkin Prods. Jam Prods.
DEBBIE GIBSON ED RYAN & THE UNDERDOGS	Radio City Music Hall New York, N.Y.	Sept. 9-11	\$345,840 \$20	17,622 sellout	Radio City Music Hall Prods.
AEROSMITH GUNS N' ROSES	Shoreline Amphitheatre Mountain View, Calif.	Sept. 10	\$343,634 \$18.50/\$16.50	20,000 sellout	Bill Graham Presents
CECELO & KAPOHO STEEL PULSE	Waikiki Shell Honolulu, Hawaii	Sept. 4-5	\$252,000 \$20/\$17.50/\$15	15,204 16,808	Greg Mundy
GEORGE STRAIT PATTY LOVELESS	Frank Erwin Center Univ. of Texas, Austin	Sept. 10	\$241,038 \$16.50	15,186 sellout	Varnell Enterprises in-house
AEROSMITH GUNS N' ROSES	Cal Expo Amphitheatre, Sacramento, Calif.	Sept. 9	\$225,700 \$18.50	12,200 sellout	Bill Graham Presents
KENNY LOGGINS	Chastain Park Amphitheatre, Atlanta, Ga.	Sept. 3-4	\$208,361 \$21.50/\$18.50/ \$15.50	10,660 12,702	Concert Promotions/ Southern Promotions
DEF LEPPARD QUEENSRYCHE	Arena, Tallahassee- Leon Co. Civic Center, Tallahassee, Fla.	Sept. 11	\$208,247 \$16.50	12,761 sellout	Cellar Door Prods.
BARRY MANILOW	Mann Music Center, Philadelphia, Pa.	Aug. 19	\$194,575 \$30/\$25/\$10	13,195 sellout	Electric Factory Concerts
BARRY MANILOW	Lake Compounce Festival Park, Bristol, Conn.	Aug. 28	\$189,849 \$16.50	11,506 15,000	J B & W
BARRY MANILOW	Merrifield Post Pavilion, Columbia, Md.	Aug. 25-26	\$184,675 \$25/\$15	19,017 20,344	Nederlander Organization
JAMES TAYLOR	The Muni, St. Louis, Mo.	Sept. 2	\$173,394 \$19.50/\$17.50/ \$15.50	9,610 10,235	Contemporary Prods.
DEF LEPPARD QUEENSRYCHE	Mississippi Coliseum, Mississippi State Fairgrounds, Jackson, Miss.	Sept. 7	\$170,379 \$16.50	10,500 sellout	Beaver Prods.
ONGO BOINGO	Open Air Theatre, San Diego, Calif. San Diego State University	Sept. 4-5	\$161,968 \$19.50/\$18.50/ \$17.50	8,754 two sellouts	Avalon Attractions
SANTANA	Jones Beach Theatre, Wantagh, N.Y.	Sept. 11	\$161,283 \$18.50	8,718 10,000	Ron Delsener Enterprises
SCORPIONS KINGDOM COME	Providence Civic Center, Providence, R.I.	Sept. 11	\$159,126 \$16.50	9,644 10,710	Frank J. Russo

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