



Walter Willett

EVENT FUNDRAISING AND
SPONSORSHIP SPECIALIST

My name is Walter Willett. For nearly two decades my focus has been in the meetings and events space, organizing large scale events, and fund raising for these events. Throughout my career, I have had the opportunity to learn about the successful strategies and tactics to execute sponsorship, trade show exhibition, and advertising campaigns. I have worked with many of the world's leading corporations, and a plethora of small and medium sized businesses, all interested in partnering with events like yours. In all these years, in the millions of dollars raised and hundreds of deals closed across a diverse events portfolio, what have I learned? One simple truth, selling sponsorship or exhibits is not about you! It is always about your sponsors and exhibitors first. Are you ready to transform your approach to event based sales? I am... let's begin!

My Journey

Throughout a career in front line sales in the events and meeting space, I have raised millions in revenue on behalf of the events I have had the privilege to be a part of. The many milestones and learning lessons along the way, I now bring to your event. Below is a sampling of past and current mandates.

- Canada Day Celebrations
- Traditional Days Bluegrass Festival
- Hotel Association of Canada Annual Conference
- Canadian Wind Energy Association Conference and Exhibition
- Hannover Fairs USA renewable energy events
- Pick n Ride Bluegrass Festival
- Resources for Future Generations (RFG) International Conference
- Festivals and Events Ontario
- Warehouse and Education Resources Council Annual Conference
- Summer Solstice Indigenous Festival
- Canadian Association of Defence and Securities Industries
- National Centre For Truth and Reconciliation
- Friend of Rideau Canal / National Capital Commission
- Year of the Garden
- Naval Association of Canada
- Canadian Society for Addiction Medicine
- Supply Chain Canada Annual Conference
- National Citizenship and Immigration Annual Conference
- Fire Rescue Canada



My Services

Sponsorship. The holy grail of event fundraising is sponsorship sales. This is the highest level of connection between your event, your audience, and the companies and organizations that support both. Sponsorship is not a transaction, but rather a branding collaboration and partnership where you, the event planner, and they, the corporate sponsor, come together to add value to them, your audience attending your event.

- Strategic evaluation and planning
- Pricing strategy
- Database development and prospecting
- Messaging and communications Presentations
- Proposals and closing deals, sales fulfillment, and renewals.

Exhibition Sales. A trade show is a marketplace bringing together buyers and sellers in a personal and face-to-face way. Your exhibitors don't just want "traffic" at their booth, they want a return on investment through lead generation, and client relationship building. Your event offers exhibiting companies the tools they require, and the marketing you provide, to connect them with their existing clients, their prospects, and new potential clients.

- Exhibit/trade show floor management & planning
- Value proposition & selling documentation
- Seamless workflow from signed agreement to show floor
- Prospecting & database development & research
- Efficient sales process & closing procedures
- Post-sale renewal campaign and upsell opportunities.

Schedule A Free Consultation:

Your event is unique, your fund raising strategy and needs involves a different set of drivers and audience desires. That is why each mandate or proposal I consider, requires an individualized, and customized, approach. I would enjoy the pleasure of meeting you and learning more about your event. To book a free consultation click here for my schedule, or email me at walter@walterwillett.com.

