



## Modernizing IEG to Meet Your Needs

Over the past year, society has undergone monumental disruption with significant impacts to how we interact, both personally and professionally. The sponsorship industry, in particular, has been heavily impacted by the global pandemic through the cancellation of live sports, events and attractions.

At IEG, we have been working on how we can modernize our approach to education, advocacy, market intelligence, strategic counsel and networking opportunities for our collective stakeholders, while continuing to deliver best-in-class service to our clients with consultative support on valuation, commercial strategy and even COVID reconciliations.

In 2020, the IEG perennial multi-day conference in Chicago was canceled as COVID-19 was beginning to take hold. We face similar conditions this year and conducting our conference at its normal scale in 2021 is not feasible.

However, we take our responsibility as stewards (and one of the few truly objective advisors) of the sponsorship industry very seriously, and want to ensure we provide the necessary tools year-round for you to thrive in an always-on, fast-moving, yet budget-conscious world. Experiencing two years without our conference has made us keenly aware that our value to you cannot simply rely on periodic tentpole events.

In the coming weeks, IEG will be (re)introducing the IEG membership platform with timely, premium whitepapers, webinars, case studies, how-to guides, top sponsor lists and much more to heighten our voice and value to you as a resource as the industry evolves. In doing so, we will make information efficient and accessible to those who need it (brand and property individuals and departments, nonprofits, associations and even students/young professionals). Past attendees of the IEG conference and previous subscribers to the IEG Sponsorship Report and Webinars will receive early bird invitations and preferred pricing.

In addition, we have recently announced our strategic alliance with the Association of National Advertisers, becoming the Official Sponsorship Intelligence Provider for that organization and its members to further the industry's ability to have informed conversations and efficient deals between brands and rightsholders. We believe this will go a long way in navigating some of the uncertain times to come. And we have more in development that we will be excited to share when those elements are finalized!

We will continue to innovate new tools to assist in sponsorship buying and selling decisions and to develop the most relevant ways to lead our industry forward. And as always, we appreciate your input. We will consistently gauge your interest in various topics, events and formats for more modernized, continual programming. Thank you for supporting IEG in the past and we look forward to more high-touch engagement with you in the future.

Thank you for your continued support.

Peter Laatz  
Global Managing Director, IEG