

TERESA STAS

SPEAKER, CONSULTANT,
& SPONSORSHIP GURU



About

Teresa Stas is a national speaker, consultant, and workshop facilitator on the topic of sponsorships and event marketing. She is an accomplished marketing leader and CEO of Green Cactus, a boutique agency that specializes in event sponsorship sales and marketing. She has been **named one of the 20 on the Rise Event Professionals by Honeybook and RisingTide.com** and writes the column *Big Sponsors Small Events* for "i.e" the International Festival and Events Association magazine.

Teresa has brokered millions of dollars in sponsorships working with national brands such as RAM, Crown Royal, Safeway/ Albertsons and Cracker Barrel just to name a few. She currently handles partnerships for several events along the west coast such as the Oregon State Fair, the Oregon Jamboree Music Festival, which has been featured multiple times on CMT and Country Weekly Magazine, Hood to Coast and the National Hood to Coast Race Series among others. Teresa also consults companies and groups on sponsorship sales and marketing and has worked with companies such as Cumulus Media, Fresno California and The Loop Artist Rehearsal Complex in Fort Worth, TX.

Originally from Oklahoma, she is an Oregon State University graduate and holds a Sports Marketing Certification from Columbia University. Teresa currently resides in Central California with her husband and step-son.

"Very funny and engaging!"

"Lively and made me want to jump on board!"
"She was so bubbly and such a great speaker!"
"Wonderful session, experience is relatable"
"Love that topic, was very close to own experience, an eye-opener!"

- Speaker Survey Feedback
Central California Women's Conference

"Teresa's talk about Building a Sponsorship deck has really taught me a lot about the do's and don'ts when it comes to sponsors and requesting their commitment. Thank you so much!"

- Jesus C.
Florida Festivals & Events Attendee

"Teresa presented interesting and relevant content and fielded questions from her audience -all in an engaging way!"

- Vickie G.
CalFest Attendee

Previous Engagements



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Speaking Topics

► HOW TO BUILD A SPONSORSHIP DECK THAT ACTUALLY SELLS!

This can be held as a one hour information talk, or a workshop. We will cover tips, tricks, and the "how to" on creating a deck that sells to regional and national sponsors.

► FINDING, CREATING, AND SELLING ASSETS AND ACTIVATIONS THAT SPONSORS WILL LOVE!

This can be held as a one hour information talk, or a workshop. We will cover how to find assets to sell for your event, and what sponsorship activation are selling for big dollars.

► SPONSORSHIP 101 AND BEYOND

Let's cover the basics of sponsorship, and how to do it! This is perfect for those events that have small staffs or use volunteers. We can also move into advance sponsorship sales depending on your groups expertise.

► PUTTING ON YOUR OXYGEN MASK: HOW PUTTING YOURSELF FIRST WILL CHANGE YOUR SUCCESS PATH

In this talk, Teresa gets more personal and shares her experience with learning how taking care of herself first changed the course of her career and life. She will share her steps for finding where you're going and how self care leads to success.

► PROSPECTING: HOW TO FIND SPONSORS FOR YOUR EVENT!

Finding the right person in charge of sponsorships can be difficult! Find out how to contact the right sponsors for you event, and make sure they're the right fit.



Book Teresa For Your Next Event!

GREEN CACTUS- EVENT SPONSORSHIPS & CONSULTING
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