

TERESA STAS

SPEAKER, CONSULTANT,
& SPONSORSHIP GURU



About

Teresa Stas is a national speaker, author, and CEO of Green Cactus, an event sponsorship and marketing agency based in Fresno, CA, and Portland, OR. She was named one of 2019's "20 on the Rise Event Professionals" by Honeybook and RisingTideSociety.com.

Teresa has brokered millions of dollars in sponsorships with national brands such as Toyota, Crown Royal, Safeway/Albertsons and White Claw. She currently handles partnerships for several events along the west coast such as the national relay Hood to Coast, the Oregon State Fair, Country Fan Fest, and the nationally recognized Gilroy Garlic Festival.

Teresa is an Oregon State University graduate and holds a Sports Marketing Certification from Columbia University. She is the author of the book *Sell My Event! The Easy to Follow Practical Guide to Getting Sponsors* and writes the column "Small Event, Big Sponsors" for IFEA's "ie" magazine, and her online course SellSponsorships.com has been used in the coursework at Florida International University and Troy University. She 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



TERESA STAS

SPEAKER, CONSULTANT, & SPONSORSHIP GURU

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, & SELLING ASSETS & 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
Info@GreenCactusCA.com | (559) 598-7575 | GreenCactusCA.com