



ABOUT THE AUTHORS

Brent Barootes is President and CEO of the Partnership Group – Sponsorship Specialists™, a Canadian national sponsorship consulting firm. In the past 25 years Brent has worked directly or indirectly with many Canadian brands, corporations, small and medium businesses as well as charities, nonprofits, professional and amateur sports teams, to develop, audit, enhance, design, and build effective sponsorship programs for them.

Janet Gadeski is President of Hilborn, an independent Canadian publisher serving the social profit sector. Her experiences in fundraising and nonprofit management range from a public radio station to performing arts and faith groups. The study of music drew her from her home town of Calgary to the United States, where she began her career as a classical music announcer with a 3,000 watt (that's a whopping 30 light bulbs) U.S. public radio station.