



THE GIVING BACK FUND
Integrity and Innovation in Philanthropy

**The Best Practices Sports and Entertainment
Philanthropy Fundraising Summit 2010**

Omni Hotel, San Diego, CA

AGENDA

Wednesday, April 21st

8:30 am – 9:00 am

Registration & Breakfast Buffet

9:00 am – 9:10 am

Welcome

Marc Pollick, President and Founder, The Giving Back Fund

9:10 am – 10:10 am

Hall of Fame Fundraising

Dan Migala, Vice President of Partnership Solutions, San Diego Padres; Publisher of *The Migala Report*; Board Member of The Giving Back Fund

Migala has worked for or advised virtually every level of sports franchises, including organizations in MLB, NHL, NFL, NBA, NCAA, MLS, the LPGA and numerous minor league teams on issues related to sponsorship, technology and sports marketing. Sometimes known as the “7:11 guy.” Migala advised the Chicago White Sox to change their game times to 7:11 p.m. to appeal to 7-Eleven, a potential sponsor. The idea was sold instantly, achieving many accolades including earning Migala membership in the National Baseball Hall of Fame and a lifetime pass to Cooperstown.

10:10 am – 10:30 am

Morning Break

10:30 am – 12:00 am

Developing an Online Fundraising Strategy

Eric Gazin, President and Founder, Auction Cause and Gazin Auctions

Philip Holmes, Los Angeles Director, Blue State Digital

Stacie Mann, Vice President of Partnerships, Network for Good



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12:00 am - 1:00 pm

Alternative Models to Making a Difference: Social Entrepreneurship

Ken Lombard, Capri Capital Partners

Previously served as President of Starbucks Entertainment & President of Magic Johnson Development Corporation

1:00 pm – 2:00 pm

Lunch Address: Jaison Morgan, Founder, The Common Pool
He was formerly the head of prize development at the X PRIZE Foundation, where he built a pipeline of over \$300 million in philanthropic competitions. He has lectured and published widely on innovation through incentivized competitions, including a regular lecture series at the Massachusetts Institute of Technology and presentations at the World Economic Forum.

He has recently returned from the United Arab Emirates, where he was responsible for designing and launching the Sheikh Zayed Future Energy Prize in Abu Dhabi. In 2008, he secured over \$4.5 million of new prize development funding to design competitions across five discreet verticals from education reform to global development.

2:00 pm – 3:10 pm

Negotiating Contracts: Sponsorship, Cause-Marketing, and Talent: Valuable information you need to know to stay within the law and maximize your deals!

Ryan Lapine, Esquire, Tucker Ellis & West LLP

Kent Seton, Esquire, Managing Partner, Seton and Associates PLC, Attorney at Law

Michael Jacobson, Director of Talent Relations, Octagon First Call

3:30 pm

San Diego Padres-San Francisco Giants Game

Conference Attendees are invited to attend the San Diego Padres-San Francisco Giants Game as the guests of GBF Board Member and Padres Vice President Dan Migala

Petco Park is connected to the conference hotel.

7:00 pm

Cocktail Reception Following the Game Sponsored By Omni Hotel

Thursday, April 22nd

8:00 am – 8:30 am

Continental Breakfast



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8:30 am – 9:30 am	Building Celebrity Branded Relationships Around a Cause Kurt Aschermann , President, Charity Partners Foundation Kurt Aschermann will share some of the tools he developed at Boys & Girls Clubs of America to create some of the largest alliances in cause marketing history.
9:30 am – 10:30 am	Leveraging New Media to Build a Committed Base of Supporters Ken Brenner , Founder, Legacy Direct Amy Martin , Founder, Digital Royalty Paul Weinstein , CEO and Founder, Allthis.com
10:30 am – 10:45 am	Morning Networking Break
10:45 am – 12:15 am	Invaluable Lessons from Industry Veterans: Been There Done That! Sharon Gelman , Executive Director, Artists for a New South Africa Noah McMahon , Co-Founder, Anonymous, LLC. Kim Novick , Development Director, Tony Hawk Foundation Steve Sawalich , Creative Director, Starkey Hearing Foundation
12:15 am – 1: 45 pm (Lunch Served)	Keynote: Lessons in Life, Philanthropy, and Sports Jeffrey Moorad , Vice Chairman and Chief Executive Officer, San Diego Padres
1:45 pm – 2:45 pm	TBA
2:45 pm – 3:00 pm	Closing Remarks Stephanie Sandler , Sr. Vice President, The Giving Back Fund