

## **LENNY VANCE**

### **Lecturer, Marketing and Event Manager University of Sunshine Coast**

Dr Lenny Vance – has over thirty years' experience in tourism, special events management and sponsorship marketing roles and currently lectures in these fields at University of the Sunshine Coast. He is a published academic author and presenter at international marketing forums.

As a young musician Lenny performed in many of Queensland's iconic island resorts and landmark venues. During the 1990's Lenny was Special Events Manager for Brisbane City Council and then took on the challenge of running Queensland's state-wide millennium events program for the Department of Premier and Cabinet.

Lenny has held specialised sponsorship and event marketing roles both with non-profit and corporate organisations including Queensland Arts Council, Ergon Energy and Queensland Rail. Sponsor partners in those roles included the Brisbane Broncos, North Queensland Cowboys, Clean Up Australia Day, Surf Lifesaving Queensland, RFDS, RSPCA and the Cancer Council. As the Principal Consultant of Advanced Sponsorship Marketing (ASM) Lenny's corporate clients include CUA, RACQ, LGIA Super and LifeFlight.

Lenny has served on the National and Queensland committees for Sponsorship Australasia, the Brisbane Lord Mayor's Music Advisory Board and currently serves on the working committee for the Sunshine Coast Council Major Events Board.

