

Lyn Clarke has had an extensive career writing for mainstream and direct marketing agencies both in Australia and in London. A former lecturer in direct marketing at RMIT University, she now works as a consultant to companies and agencies. Lyn can be contacted at lclarke@whome.com.au.

SPONSORSHIP EXPOSED

Having scored a sizeable chunk of Australia's advertising spend, companies are realising that sponsorship is a valuable marketing tool in its own right, says **Lyn Clarke**.

