

Program Timeline

NOV 2017

Application Deadline
November 13, 2017

DEC 2017

Acceptance Notification

JAN 2018

Online Orientation

FEB 2018

Preparing For Sponsorships - Webinars

How Can We Prepare for Sponsorship:
Tools, Techniques and Templates to Help You Succeed.

What Should We Expect as We Pursue Sponsorships:
Common Sponsorship Challenges and Encouraging Solutions.

How Can We Mobilize Our Team:
Leveraging Your Staff, Board and Volunteers in the Sponsorship Process.

MAR 2018

Activation & Valuation - Peer-to-Peer Mentorship Sessions

Identifying and Valuating Sponsorship Assets, and Creative Activation Ideas and Solutions

APR 2018

Making an Approach - Webinars

Approaching Large Corporations versus Small Business:
Tailoring Your Approach and Pitch.

How Do We Deal with Cultural and Social Insensitivity:
Educating Potential Sponsors about your Audience and Community.



Final Dates for mentoring session will be announced 3-4 weeks in advance of the session.

For more information on the artsVest program, please visit: www.artsvest.com

For questions, please contact Allison Moore:
allison@businessforhearts.org

MAY 2018

Pitching & Proposals - Peer-to-Peer Mentorship Sessions

Peer Proposal Review and Business Panel (Where Possible)

JUN 2018

Stewardship & Sponsorship Relationships - Webinars

How Do We Keep our Sponsors Happy:
Ensuring the Health and Longevity of Your Sponsorship Relationships.

How Do We Change the Nature of a Sponsorship Relationship:
Single to Multi Year, In-Kind to Cash, Donor to Sponsor, and more.

JUL 2018

Sponsorship Wrap-Up - Webinars

I Still Have Questions! Sponsorship Ask Me Anything

AUG 2018

Sponsorship Confirmation Deadline
August 31, 2018