

# Program Timeline

**APR**  
2017

Application Deadline  
April 10<sup>th</sup>, 2017

**MAY**  
2017

Acceptance Notification  
(Early May)  
Online Orientation

**JUN**  
2017

Preparing for Sponsorships  
Webinars  
  
How Can we Prepare for Sponsorship?  
Tools, Techniques and Templates to  
Help You Succeed. (Beginner)  
  
What Should we Expect as we Pursue  
Sponsorships?  
Common Sponsorship Challenges  
and Encouraging Solutions.  
(Beginner, Intermediate)  
  
How Can we Mobilize our Team?  
Leveraging your Staff, Board and  
Volunteers in the Sponsorship Process.  
(Advanced)

**JUL**  
2017

Activation & Valuation  
Peer-to-Peer Mentorship Sessions

Identifying and Valuating Sponsorship  
Assets. (Beginner)  
  
Creative Activation Ideas and Solutions.  
(Advanced)

**AUG**  
2017

Making an Approach  
Webinars

How do we Approach Small Businesses?  
Strategies to Build Relationships and  
Understand Their Needs.  
(Beginner, Intermediate)

How do we Approach Large Corporations?  
Strategies to Build Relationships, and Make  
the Most of Impersonal Applications Forms.  
(Beginner, Intermediate)

How do we Deal with Cultural and Social  
Insensitivity?  
Educating Potential Sponsors about your  
Audience and Community. (All Levels)

**SEPT**  
2017

Pitching & Proposals  
Peer-to-Peer Mentorship Sessions

Peer Proposal Review and Business Panel  
(Beginner)  
  
Peer Proposal Review and Business Panel  
(Advanced)

**OCT**  
2017

Stewardship & Sponsorship  
Relationships  
Webinars

How do we Keep our Sponsors Happy?  
Ensuring the Health and Longevity  
of your Sponsorship Relationships.  
(Beginner, Intermediate)

How Do we Change the Nature  
of a Sponsorship Relationship?  
Single to Multi Year, In-Kind to Cash, Donor  
to Sponsor, and more.  
(Intermediate, Advanced)

**NOV**  
2017

Sponsorship Wrap-Up  
Webinars

How do we Build a Sponsorship Report?  
Creating Compelling and Beautiful  
Reports that Lead to Renewals  
(Beginner)

I Still Have Questions. Sponsorship  
Ask Me Anything  
(Beginner, Intermediate)

I Still Have Questions. Sponsorship  
Ask Me Anything  
(Advanced)

Sponsorship Confirmation  
Agreement Deadline  
November 30<sup>th</sup>, 2017

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](http://www.artsvest.com)

For questions, please contact Kenji Maeda  
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