

# 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)

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