

Program Timeline

NOV **Application Deadline**
November 28th 2016
2016

DEC **Acceptance Notification**
2016

JAN **Online Orientation**
2017

FEB **Preparing for Sponsorships**
2017

Webinar
How Can we Prepare for Sponsorship?
Tools, Techniques and Templates to
Help You Succeed. (Beginner)

Webinar
What Should we Expect as we Pursue
Sponsorships?
Common Sponsorship Challenges
and Encouraging Solutions.
(Beginner, Intermediate)

Webinar
How Can we Mobilize our Team?
Leveraging your Staff, Board and
Volunteers in the Sponsorship
Process. (Advanced)

MAR **Activation & Valuation**
2017

Peer-to-Peer Mentorship Session
Identifying and Valuating
Sponsorship Assets. (Beginner)

Peer-to-Peer Mentorship Session
Creative Activation Ideas and
Solutions. (Advanced)

APR **Making an Approach**
2017

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

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

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

MAY **Pitching & Proposals**
2017

Peer-to-Peer Mentorship Session
Peer Proposal Review and Business
Panel. (Beginner)

Peer-to-Peer Mentorship Session
Peer Proposal Review and Business
Panel. (Advanced)

JUN **Stewardship & Sponsorship Relationships**
2017

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

Webinar
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)

JUL **Sponsorship Wrap-Up**
2017

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

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

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

Sponsorship Confirmation Agreement Deadline
July 31th 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

For questions, please contact Scott Burke at s_burke@businessforthearts.org