

2018 Program Timeline

* This colour indicates a board governance subject

MARCH

Letter Of Understanding Submission Deadline

March 13, 2018

Online Orientation

March 21 and 22, 2018

APRIL

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.

What Is The Role Of A Board Of Directors?

Board structures and responsibilities.

What Can Be Done If The Board Is Not Functioning Well?

Methods of identifying problems, and leading positive change within your board.

MAY

Activation & Valuation - Peer-to-Peer Mentorship Sessions

Identifying And Valuating Sponsorship Assets.

JUNE

Making An Approach - Webinars

How Do We Approach Small Businesses?

Strategies to build relationships and understand their needs.

How Do We Approach Large Corporations?

Strategies to build relationships, and make the most of impersonal applications forms.

How Do We Deal With Cultural And Social Insensitivity?

Educating potential sponsors about your audience and community.

How Can A Board Help To Secure Sponsorships?

Ways to support your organization's sponsorship efforts.

JULY

Pitching & Proposals - Peer-to-Peer Mentorship Sessions

Peer Proposal Review And Business Panel

AUGUST

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.

Board Diversity

Policies and practices for a more comprehensive and inclusive board.

SEPTEMBER

Sponsorship Wrap-Up - Webinars

How Do We Build A Sponsorship Report?

Creating compelling and beautiful reports that lead to renewals

I Still Have Questions! Sponsorship Ask Me Anything

I Still Have Questions! Board Governance Ask Me Anything

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

One on one sessions will be available to you via Mentorcity at any time throughout the cycle.

For more information on the program, please visit:

www.artsvest.com/ontario-mentorship

For questions, please contact artsVest@businessforthearts.org