



Program Timeline

MAY 2018

Application Deadline
May 14, 2018

JUN 2018

Acceptance Notification

JUL 2018

Online Orientation

AUG 2018

Preparing For Sponsorships - Webinars

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.

SEPT 2018

Activation & Valuation - Peer-to-Peer Mentorship Sessions

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

OCT 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.

NOV 2018

Pitching & Proposals - Peer-to-Peer Mentorship Sessions

Peer Proposal Review and Business Panel

DEC 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.

JAN 2019

Sponsorship Wrap-Up - Webinars

I Still Have Questions! Sponsorship Ask Me Anything

Sponsorship Confirmation Deadline
January 31, 2019

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 Florian Vauléon: florian@businessforhearts.org