

Program Timeline

JAN
2017

Application Deadline
January 16th 2017

FEB
2017

Acceptance Notification

MAR
2017

Online Orientation

APR
2017

Preparing for Sponsorships

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)

MAY
2017

Activation & Valuation

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

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

JUN
2017

Making an Approach

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)

JUL
2017

Pitching & Proposals

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

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

AUG
2017

Stewardship & Sponsorship Relationships

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)

SEPT
2017

Sponsorship Wrap-Up

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)

OCT
2017

Sponsorship Confirmation Agreement Deadline
October 2nd 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 Wendy Thienes at w_thienes@businessforthearts.org