

# Program Timeline

Thomas Hawk | flickr

**DEC**  
2016

**Application Deadline**  
December 9<sup>th</sup> 2016

**JAN**  
2017

**Acceptance Notification**

**FEB**  
2017

**Online Orientation**

**MAR**  
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)

**APR**  
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)

**MAY**  
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)

**JUN**  
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)

**JUL**  
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)

**AUG**  
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)

**Sponsorship Confirmation  
Agreement Deadline**  
August 31<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)

For questions, please contact the artsVest  
Team at [artsvest@businessforthearts.org](mailto:artsvest@businessforthearts.org)