

A Program of



Welcome to artsVest™ Alberta

artsVest is Business for the Arts' national flagship program. It works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. These components are thoughtfully created to build sustainable partnerships between arts organizations and businesses to spark sponsorship opportunities. As an added incentive, artsVest participants can apply for matching grants - for every one dollar raised in sponsorship, Business for the Arts will match it with another dollar - doubling their sponsorship potential.

Canada 



Alberta  Government

What does participating in artsVest give my organization access to?

In order to support participants as they work to secure sponsorship opportunities, artsVest provides access to **Ongoing Training, Matching Fund Incentive, and Program Support.**

01 Ongoing Training

Online Training Resources

These can be accessed by participants at any time throughout the artsVest cycle.

Sponsorship E-Learning Course

Six in-depth online sponsorship modules introduce the fundamentals of sponsorship to artsVest participants. These modules allow participants who are new to sponsorship to learn about sponsorship basics, and are also great for those more experienced with sponsorship who wish to refresh their skills and knowledge. These modules allow participants to learn at their own pace, and share what they learn with their team.

Resource Bank

A Resource Bank filled with helpful tools and templates that participants can use towards their sponsorship efforts and activities. These documents can be easily edited and adapted to the needs of the organization, and can help organizations who are new to sponsorship implement sponsorship processes and systems without having to start from scratch.

Marketing and Branding Tutorials

Three instructional videos that can be viewed by participants at any time throughout the artsVest cycle. Tutorials explain how to utilize marketing to leverage their brand, and thereby, their sponsorship potential.

Live Training Events

These events will be delivered live by the artsVest team and our roster of expert artsVest Mentors over the course of the artsVest cycle.

Live Sponsorship Workshop

At the beginning of the artsVest program cycle, arts organizations attend a live workshop led by an expert in corporate sponsorship. Here, organizations are introduced to corporate sponsorship, and learn about how to secure and nurture long-term, mutually beneficial partnerships with businesses, and diversify revenue streams. (In some communities, Advanced Workshops are also delivered for organizations who are returning to artsVest.)

Live Webinars

These online webinars are delivered by expert artsVest Mentors, and touch on a wide variety of subjects. Some webinars focus on introductory subjects and will complement the learning that sponsorship beginners gain from artsVest Online Training Resources. Other webinars focus on advanced sponsorship subjects, and will be primarily relevant to those who have some previous experience with Sponsorship. **See back page for webinar options.**

Live Peer-to-Peer Mentoring Workshops

artsVest participants will attend live workshops facilitated by artsVest staff in their communities, where they will build relationships and share insight with one another through guided peer discussion and evaluation activities. **See back page for peer-to-peer session topics**

One-on-One Mentorship Sessions

artsVest participants can access highly individualized support from our team of expert artsVest Mentors, by scheduling up to two One-on-One Mentorship Sessions whenever they need extra support. Need some feedback on a proposal? Stumped about how to make a pitch to a potential sponsor? Why not speak to an expert? These sessions can happen over the phone, online or in person, depending on the needs of the participant and the preferences of the mentor. This exchange will provide arts organizations with a special opportunity to pose direct and unique questions to seasoned fundraising professionals.

02 Matching Fund Incentive

In addition to Ongoing Training, a predetermined amount of Matching Funds are allocated to each participating artsVest organization based on their application to the program.

What are 'Matching Funds'?

When your organization secures sponsorships from the private sector during the artsVest cycle, artsVest will match the sponsor's investment up to a certain amount that has been predetermined for your organization. The Matching Fund Incentive is a tool that can be used in tandem with artsVest training by participating organizations to spark sponsorship opportunities and build sustainable partnerships between arts organizations and businesses. For more information on how the matching funds work, visit www.artsvest.com.

03 Program Support

We don't want you to miss out on any of the artsVest program opportunities--That's why an artsVest Program Manager will be available to you throughout the artsVest cycle to help you make the most of artsVest training, and to support you as you work to unlock artsVest matching funding by securing sponsorships from the private sector.

What is the actual time commitment that is required to participate in artsVest?

Some participation in all live training components is mandatory for organizations who wish to receive matching funding.

Live Sponsorship Training Workshop (Beginner or Advanced)

Mandatory for all organizations wishing to participate in artsVest.

(Approx. four (4) hours)

Live Webinars

You can choose which webinars are relevant to you and your team; however we require you to participate in a minimum of two webinars over the course of an artsVest cycle. See back page for peer-to-peer session topics.

(Approx. two (2) hours per webinar)

Live One-on-One Mentorship Sessions:

Organizations will have access to a maximum of two separate hour-long mentorship sessions with sponsorship experts that may be utilized at any time throughout the artsVest cycle.

See back page for peer-to-peer session topics

(One (1) hour per session)

Live Peer-to-Peer Mentorship Sessions:

Organizations must attend both Peer-to-Peer mentorship sessions in their community.

(Approx. three (3) hours per session)

The total time commitment required of organizations wishing to access matching funding is approximately 16 hours over a 10 month period. Failure to participate in mandatory training components will result in your matching funding being redistributed to other organizations in your community.

Remember, you can divide this commitment up between all representatives from your organization who are participating in artsVest. This commitment doesn't necessarily need to be met by a single individual.

Program Timeline

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NOV
2016

Application Deadline
November 16th 2016

DEC
2016

Acceptance Notification

JAN
2017

Online Orientation

FEB
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)

MAR
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)

APR
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)

MAY
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)

JUN
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)

JUL
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
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 Allison Moore at a_moore@businessforthearts.org