



A Program of  
**BftA**

# Welcome to artsVest™ British Columbia

artsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations looking to procure sponsorships and build sustainable partnerships with the business community. The program consists of in-depth training in corporate sponsorship, from one-on-one, group and peer-to-peer learning to online educational tools and mentorship pairing. The participants successful in securing sponsorships are awarded with matching funds at the end of the program, up to a certain dollar amount. Since the launch of the program in 2002, over 1,900 partnerships have been created between arts and business, resulting in more than \$14.02 million investment into the cultural economy.

Canada 



# 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 incentives**, 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. These documents can easily be edited and adapted to the needs of an organization, and can help organizations who are new to sponsorship implement sponsorship processes and systems without having to start from scratch.

#### Marketing, Social Media and Branding Tutorials

Three tutorials that 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 coaches and 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 coach in corporate sponsorship. Here, organizations are introduced to corporate sponsorship, 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 sponsorship 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 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 engage your board? 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 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](http://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 those organizations who wish to receive matching funds.

### 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.

**(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 and governance experts that may be utilized at any time throughout the artsVest cycle.

**(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

**APR**  
2017

**Application Deadline**  
April 10<sup>th</sup>, 2017

**MAY**  
2017

**Acceptance Notification**  
(Early May)  
**Online Orientation**

**JUN**  
2017

**Preparing for Sponsorships**  
**Webinars**

How Can we Prepare for Sponsorship?  
Tools, Techniques and Templates to  
Help You Succeed. **(Beginner)**

What Should we Expect as we Pursue  
Sponsorships?  
Common Sponsorship Challenges  
and Encouraging Solutions.  
**(Beginner, Intermediate)**

How Can we Mobilize our Team?  
Leveraging your Staff, Board and  
Volunteers in the Sponsorship Process.  
**(Advanced)**

**JUL**  
2017

**Activation & Valuation**  
**Peer-to-Peer Mentorship Sessions**

Identifying and Valuating Sponsorship  
Assets. **(Beginner)**

Creative Activation Ideas and Solutions.  
**(Advanced)**

**AUG**  
2017

**Making an Approach**  
**Webinars**

How do we Approach Small Businesses?  
Strategies to Build Relationships and  
Understand Their Needs.  
**(Beginner, Intermediate)**

How do we Approach Large Corporations?  
Strategies to Build Relationships, and Make  
the Most of Impersonal Applications Forms.  
**(Beginner, Intermediate)**

How do we Deal with Cultural and Social  
Insensitivity?  
Educating Potential Sponsors about your  
Audience and Community. **(All Levels)**

**SEPT**  
2017

**Pitching & Proposals**  
**Peer-to-Peer Mentorship Sessions**

Peer Proposal Review and Business Panel  
**(Beginner)**

Peer Proposal Review and Business Panel  
**(Advanced)**

**OCT**  
2017

**Stewardship & Sponsorship**  
**Relationships**  
**Webinars**

How do we Keep our Sponsors Happy?  
Ensuring the Health and Longevity  
of your Sponsorship Relationships.  
**(Beginner, Intermediate)**

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)**

**NOV**  
2017

**Sponsorship Wrap-Up**  
**Webinars**

How do we Build a Sponsorship Report?  
Creating Compelling and Beautiful  
Reports that Lead to Renewals  
**(Beginner)**

I Still Have Questions. Sponsorship  
Ask Me Anything  
**(Beginner, Intermediate)**

I Still Have Questions. Sponsorship  
Ask Me Anything  
**(Advanced)**

**Sponsorship Confirmation**  
**Agreement Deadline**  
November 30<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 Kenji Maeda  
at [k\\_maeda@businessforthearts.org](mailto:k_maeda@businessforthearts.org)