

corporate sponsorship training
"bootcamp" for the non-profit community



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sponsorship training | 2 for not-for-profits

workshop goals and expected results

- Think more strategically
- Write more effectively
- Understand how sponsorship can meet a sponsor's need, not just your own
- Improve your approach - in writing and in person
- Better understand the assets that you have to 'sell'
- Create logical links to a potential sponsor
- Better navigate the corporate mind set
- Negotiate smarter and package more successfully
- Become a more effective fundraiser!

who should attend

- Development, Marketing, Administrative, Executive Directors, Finance
- Volunteers and Board of Trustees
- New-to-the-field or seasoned professionals
- Staff from small, medium and/or large-sized institutions

questions to think about in advance

- Who are the most logical corporate prospects you might approach? Why?
- What business relationships do you currently have (e.g., bank? food services? Uniform?)
- What benefits can you offer, e.g., (1) visibility; (2) hospitality; (3) employee privileges?

length of session

Half Day: We cover all of the topics as listed above over a 3-hour time frame.

Full Day: In the afternoon, using the strategies and insights learned from the morning session, attendees can create or modify their own corporate sponsorship packages. Other clients prefer to take the morning techniques and apply them to role-playing exercises. We will tailor the afternoon session to fit your own particular needs! (*Training can also take place over two days.*)

handouts

You will walk away with abundant tips, tools, and strategies to successfully secure a corporate sponsor. Takeaways include an 'Assets Audit' (or how to determine what you have to sell), a model Fact Sheet to more effectively state your written case, a sample "menu" to better articulate sponsorship opportunities, and much more.





about us

who we are

We are experts in the field of corporate sponsorship and corporate philanthropy. Founded in 1999, Arts + Business Partners combines the personal flexibility of a small agency with 25 years of hands-on experience spanning 18 countries, 20 U.S. cities and 15 American Embassies. We work with clients both large and small – from well known corporations to start-ups, and from the world's most prominent cultural institutions to those just beginning. We offer smart unbiased advice, objective strategies and a power-packed database of global contacts.

our philosophy

Doing 'good' should also be good for business. Sponsorships should generate revenue, not just expense, delivering measurable results for both partners. Visibility is no longer enough. Sponsorship must make business sense. The needle must move.

services

In today's results-driven economy, business and non-profits must be smart and savvy in how they give and receive limited marketing dollars. We treat sponsorship strategically, in terms of its potential to provide measurable results to both partners. We are a 'strategic matchmaker' for business and a 'fundraising therapist' for non-profits.

- **business** We ensure that marketing dollars generate revenue and that sponsorship is a profitable part of the business plan.
- **non-profits** We help navigate the complex world of corporate funding. While we do not raise funds, we'll teach you how to do it right -- and turn a business into a sponsor.
- **training** Proper training is key to successful fundraising. As a former donor, Ms. Zimet leads hands-on corporate sponsorship "bootcamps." Whether you are new to the sponsorship arena or a seasoned player, our seminars will improve the way you play the game.

why the arts?

Relationship marketing is key to building business. The arts are an effective high net-worth-development tool which creates an emotional connection that money cannot buy. We develop cost-effective, targeted partnerships that cement relationships with clients, prospects and employees.

what differentiates us

- Sponsorship expertise
- Measurable results
- Insider perspective
- Non-profit sensitivity
- Breadth of experience/ global reach
- Longstanding expertise in the field
- Client loyalty





what differentiates us?

sponsorship expertise

Arts + Business Partners is led by a pioneer, Alice S. Zimet, a “legend” in the field of corporate sponsorship.

measurable results

Smart businesses and savvy non-profits use sponsorship to meet a *business* need. Chase’s worldwide sponsorship program, managed by Ms Zimet, generated over \$2 billion in new business. The same ROI (Return on Investment) philosophy is used with non-profit and business clients today.

insider perspective

Having read thousands of proposals and managed millions of ‘donor dollars’, Ms. Zimet provides a rare glimpse into the donor’s mind. She is an ‘insider’, speaks the corporate language and knows how the non-profit and private sector can work together for mutual benefit. This ‘insider’ experience provides unique knowledge on the corporate process and tactical strategies to negotiate the ‘give and take’.

non-profit sensitivity

Early in her career, Ms. Zimet worked at the Metropolitan Museum of Art, the International Center of Photography and the American Federation of Arts. This experience provides non-profit sensitivity to complement her years within the corporate community.

breadth of experience / global reach

While at Chase, Ms. Zimet worked across all lines-of-business (wholesale and retail) from credit card, corporate banking, and private wealth management to the branch system providing the experience to deal with a broad range of business today. She has worked across four continents and has maintained an extensive set of senior level corporate contacts and has worked with hundreds of non-profit executive/artistic directors, development and marketing staff.

sought-after lecturer

Ms. Zimet speaks regularly at sponsorship conferences around the world and is considered one of the ‘major players’ with an impeccable reputation. She teaches regularly for Americans for the Arts, New York University (Adjunct Professor), and for the U.S. Department of State both in Washington, D.C. and internationally, most recently in Hungary, Serbia and Russia.

client loyalty

It is a compliment to her personality and skill set that non-profit and business colleagues who knew her during her tenure at Chase have continued their relationship with Arts + Business Partners.





about founder & leader qualifications

Alice Sachs Zimet pioneered corporate sponsorship marketing in the United States. She has built a power-packed database of personal relationships with high-profile corporations and the world's leading cultural institutions. At The Chase Manhattan Bank, she created the first Cultural Affairs Marketing Group in a bank which became a model in the field. She not only used the arts to brand Chase globally but generated over \$2 billion using the arts as a strategic marketing tool. Alice founded Arts + Business Partners to consult on issues of corporate marketing and sponsorship. Her experience combines high art to pop culture, for-profit and non-profit, and a global reputation built on honesty, loyalty and results.

affiliations

- Board Member: Collections Committee, Harvard Art Museum
- Board Member: Magnum Photos Foundation
- Member: Auction Committee, Friends Without a Border (Angkor Hospital for Children, Cambodia)
- Member: Women in Development, ArtTable, American Association of Museums (and its Task Force on Corporate Giving)
- Adjunct Professor: New York University (Graduate Program in Arts Administration)
- Former Member: NYC Trust for Cultural Resources (appointed by the Mayor of the City of New York), Young Playwrights Inc. (founded by Stephen Sondheim)

awards and recognition

- American Association of Museums' "Medal for Distinguished Philanthropy"
- Dewars Scotch 'New York Do-er's Award' as "one of 50 who provide leadership to the community"
- American PHOTO Magazine as "one of the 100 most important people in photography"
- Featured in Crain's New York Business, The Wall Street Journal and other domestic and international publications.

previous work

- Director of Worldwide Cultural Affairs, The Chase Manhattan Bank – worked with the world's leading performers, including Tony Bennett, Jose Carreras, Placido Domingo, Kiri Te Kanawa and Frederica von Stade at venues such as the Savoy (London), Versailles Palace, Hofberg Palace (Vienna), Palace of Fine Arts (Mexico City, Brussels). Worked with the most prominent museums and performing arts groups across four continents.
- Metropolitan Museum of Art, International Center of Photography, American Federation of Arts

training + lectures

- Regular guest lecturer across the United States and abroad
- Known for intensive hands-on 'Sponsorship Bootcamp'
- Frequent keynote speaker, panel moderator and '1-2-1' on-site coach

education

- B.A., Art History, Syracuse University
- M.A., Art History, New York University's Institute of Fine Arts
- Sorbonne University, Paris (fluent in French)

passions

- Visits to France and speaking French
- Collecting fine art photography
- Former champion water-skier





workshop clients

conferences



Admical (Paris)
 American Association of Museums (Los Angeles, Portland)
 Americans for the Arts / National Arts Marketing Project Conference
 (Chicago, Houston, Los Angeles, Miami, NYC, Providence,
 San Francisco)
 Association of Performing Arts Presenters
 BDS Sponsorship (London)
 Dance USA (Miami)
 Fundraising Day in New York
 Global Business Network (London, Paris)
 Golden Mask Festival (Moscow)
 League of Historic American Theaters (New York, Kansas City)
 National Coalition of Girls' Schools (Boston)
 Opera America (Toronto)
 Theatre Communications Group

training



American Embassy (Hungary, Macedonia, Mexico, Russia, Serbia)
 Americans for the Arts / National Arts Marketing Project
 (Charlotte, Ft Lauderdale, Memphis, New Orleans, NYC)
 Arts Memphis
 Arts & Business Council of Greater Boston
 Arts & Business Council of New York
 Broward County Arts Commission (Florida)
 CEC ArtsLink (Russian Jubilee Fellows)
 Columbia University
 Journal of Financial Advertising and Marketing
 Michigan Association of Community Arts Agencies
 New York University (Adjunct Professor)
 Oklahoma Center for Non-Profits
 Pinellas County Arts Council (Florida)
 University of Pennsylvania
 U.S. Department of State (D.C.)



private on-site seminars (1:2:1)

American Marketing Association
 Barnes + Noble
 Frist Center for the Visual Arts (Nashville, Tenn.)
 Hampton Classic Horse Show
 Harvard Art Museum
 International Center of Photography
 Mizuho Corporate Bank Ltd (Americas Division)
 Opera Boston
 Practicing Law Institute



select consulting clients

corporate

American Express Tax + Business Services
 Atlantic Trust Private Wealth Management
 Barnes & Noble
 Fleet Bank - Private Clients Group
 Pernod Ricard USA
 RSM MC Gladrey
 Sephora USA
 Silver Bridge Advisors (Boston)
 U.S. Trust Company
 Wachovia Securities

visual arts

American Federation of Arts
 Aperture Foundation
 Blindspot
 Brooks Memphis Museum of Art
 Chelsea Art Museum
 Frist Center for the Visual Arts
 Harvard Art Museum
 International Center of Photography
 The Jewish Museum
 Katonah Museum of Art
 Lower East Side Tenement Museum
 Magnum Photos Inc.
 Rubin Museum of Art
 Whitney Museum of American Art

international

Ikona Venezia (Italy)
 Institut Van Gogh (France)
 Paul Taylor Dance Company (Paris season)
 U.S. Pavilion, Venice Biennale (Italy)
 Universita della Svizzera Italiana (Switz)

non-arts

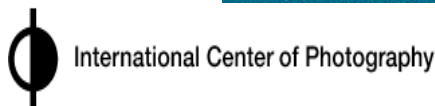
Association of National Estuary Programs
 Bellevue/NYU Program for Survivors of Torture
 East Side Institute
 French Institute / Alliance Francaise
 Future of Life, Inc
 Hampton Classic Horse Show
 The Retreat

performing arts

The Actor's Fund of America
 Alvin Ailey American Dance Theater
 Blues Foundation (Memphis, Tenn.)
 Broadway Cares / Equity Fights Aids
 Carlota Santana Flamenco Vivo
 Dancers Responding to AIDS
 Jennifer Muller / The Works
 Lyric Chamber Music Society of NY
 Magic Tree House: The Musical
 Martha Graham Dance Company
 National Dance Institute
 Orpheus Chamber Orchestra
 Palm Beach Opera
 Siti Company
 Tribeca Film Festival

service

Arts & Business Council of Greater Boston
 Creative Capital Foundation





training testimonials | 1



"I first met Alice Zimet at a workshop at the University of Pennsylvania. Everything she said about arts groups partnering with corporations made utmost sense. I just hadn't considered our non-profit, the National Coalition of Girls' Schools, as a likely partner for a corporation. Alice showed me how wrong I was. NCGS has now enjoyed great success securing corporate support... so Alice came to do a workshop at our annual conference. She is a super teacher, full of great ideas that work whatever your cause."

*Co-Executive Director
National Coalition of Girls' Schools*



"Taking your class as a grad student at New York University inspired me... I am now in Seattle working for a theater company in sponsorship! I just wanted to thank you for helping to set me in this direction. You motivated me, educated me, and set me on a new path!!"

*Corporate Relations Manager
Seattle Theatre Group*



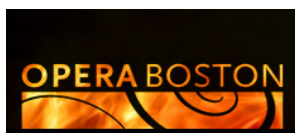
"I was lucky enough to hear you speak...and have never experienced such an easily communicated overview of the Hows, Whys, Whens, Whos, and Wheres. Over the years, I have had many conversations with other corporate colleagues regarding expanding their corporate sponsorships. Going forward, I will tell them you are the expert in this field!"

Manager, Corporate Programs



"Alice was the keynote speaker at our annual Sponsor Workshop. She was not only informed, but dissected the many reasons why corporations extend their support to an event such as ours. Her knowledge was spot on -- supported by relevant case studies and appropriate anecdotes. While we never invited a Keynote to return in 30 years, Alice left our sponsors waiting for Part II. How's that for the ultimate compliment!!"

National Director of Marketing



"Your training course was a real shot in the arm. We made a pitch the very next day!"

General Director



"An enthusiastic thumbs up to Alice Zimet!! She has both teaching expertise and in-the-trenches, hands-on corporate experience. She's a good speaker, genuinely interested in the success of the people who participate in her class, and always gives additional one-to-one attention."

Chief Operating Officer



"Ms. Zimet is a practiced and fluent public speaker. She immediately... engaged the audience, integrating their experiences with her presentations, challenging listeners to put themselves in the position of busy, bottom-line oriented corporate officers, and presenting how to create packages that can win sponsorships. This is a hot issue in Hungary after 40 years of strict state control and participants left with more ammunition for their strategic plans."

Cultural Affairs Officer



"In all three cities, participants showed enormous interest, and said they'd now change their approach to business sponsorships. Another groundbreaking event was the lecture with the American Chamber of Commerce. This attracted major foreign and local business, such as Honeywell, Lufthansa, JAT, Hyatt, Kraft Food... and allowed our Embassy to show leading companies the value of investing in the arts and using them to access hard-to-reach audiences."

Cultural Affairs Officer



"Alice presents the essentials of corporate fundraising in an extremely clear and engaging way... I gained the practical skills and confidence to put what I learned into action. From an international viewpoint, Alice did an excellent job to address the concerns of arts managers from Russia, who deal with an arts and business environment that has its own unique challenges and issues."

Project Coordinator, Russian Jubilee Fellows

Russian Jubilee Fellows

"... Alice's workshop on fundraising was the most useful of all of our sessions."

*Head of International Department
Russian Theater Union, Moscow*



"One of the most interesting professional meetings was our fundraising seminar. Alice's ideas and personal charisma were impressive as well as her experience working for business."

*Head of the Department of Information
Ministry of Culture of the Republic of Karelia, Petrozavodsk*

"As for our seminars, I got the most training from the fundraising session tied to corporate sponsorship, which I can't wait to use in Russia!"

*International Manager
State Ensemble of Russian Cossacks*



"The workshop on fundraising was incredibly useful. It was well structured, very informative and encouraging to think actively. Alice gave us a lot of real professional tools and skills."

*Marketing and Advertising Manager
Golden Mask Festival, Moscow*



"... Alice's insight, knowledge and vast experience ... created an exciting user-friendly workshop. As always, I know I can relax when you're in charge! ... You were consistently rated EXCELLENT and were often cited as the strongest feature of the day. One student even said: Best part of the day: Alice, Alice, Alice!"

*Vice President, Arts & Business Programs
Americans for the Arts - NAMP Advanced Training Program*



training testimonials | 3



"There are a lot of people who give workshops and provide adult education -- few are really great at it. Alice is one of those few"

*Executive Director
League of Historic American Theatres*

University of Pennsylvania Fundraising Certificate Students

"Alice provided a real nuts and bolts presentation with tangible ideas that seem very possible to apply to my corporate fund-raising efforts. One of the BEST Marketing/Non-profit classes that I have taken!"

"A professional with lots of experience ...to the point... with a great deal to offer. Even an 8-hour program was well-paced, well thought out and moved quickly."

"Tons of well organized and very useful information, available in print form."

"I still have the flavor of yesterday's seminar flowing through me...thank you for such a stimulating experience!"

"I can't begin to tell you how fortunate I feel to have absorbed Alice's marketing wisdom. Her knowledge of the industry is thorough and strategies for corporate sponsorships are very real. I can't wait to get started! "

