



## Sponsorship Marketing

*corporations, non-profit community, training*

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## at a glance

### about us

We are **experts** in the field of **corporate sponsorship** and **corporate philanthropy**. 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.

### about the founder

Alice Sachs Zimet, President, Arts + Business Partners, is a **pioneer** in the field of sponsorship marketing and corporate philanthropy. During 20 years at The Chase Manhattan Bank (hired by David Rockefeller), Ms. Zimet ran one of the great Philanthropy and Global Sponsorship programs. Using the arts as a strategic tool, she raised the bank's awareness around the globe and generated over \$2 billion in new business. Prior to Chase, Ms. Zimet worked at the Metropolitan Museum of Art, International Center of Photography, and the American Federation of Arts. Arts + Business Partners was founded in 1999.

### services

In today's results-driven economy, corporations 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**.

- **corporations** 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 corporation 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.

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## what differentiates us?

### **sponsorship pioneer**

Alice Sachs Zimet, President, Arts + Business Partners, is a pioneer in the field of corporate sponsorship and how corporations use the non-profit community as an effective marketing tool. She spent 20 years at The Chase Manhattan Bank and ran both its local philanthropy and global cultural sponsorship programs. The latter, created from scratch, was the first cultural marketing program in a commercial bank, and became a global model for others to follow.

### **measurable results**

With today's tough results-driven economy, a merged marketplace and limited corporate dollars, each sponsorship dollar must deliver results. Visibility is no longer enough. Smart businesses and savvy non-profits use sponsorship to meet a *business* need. We build meaningful bridges between a non-profit and a sponsor's sales and marketing needs. Chase's worldwide sponsorship program enhanced the bank's image and generated over \$2 billion in new business. The same ROI (Return on Investment) philosophy is used with both non-profit and corporate clients today.

### **insider perspective**

Having read thousands of proposals and managed millions of 'donor dollars', Ms. Zimet provides a rare glimpse from the donor's perspective. She is an 'insider,' speaks the corporate language and knows how the non-profit and private sector can work together for mutual benefit. What makes a strong proposal? How do corporations read? What benefits are most important? 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, 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 corporations today. She has worked with 18 countries and 20 U.S. cities and has maintained an extensive set of senior level global contacts from those who handle corporate sponsorship to public relations, special events, advertising to marketing. As a funder, she has worked with hundreds of non-profit directors, development and marketing staff. Ms. Zimet speaks fluent French.

### **sought-after lecturer**

As an expert and a 'legend' in the field, 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), University of Pennsylvania and for the U.S. Department of State in Washington, D.C. and around the globe, most recently in Hungary, Serbia and Russia.

### **client loyalty**

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

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## alice sachs zimet founder & president



Alice Sachs Zimet pioneered sponsorship marketing and corporate philanthropy in the United States. She is a 25-year veteran and has built a power-packed database of personal relationships with high-profile corporations and the world's leading cultural institutions. Working for 20 years at The Chase Manhattan Bank, she created the first Cultural Affairs Marketing Group in a bank. 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 in 1999 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, energy, loyalty and results.

### affiliations

- Member: Collections Committee, Harvard Art Museum
- Member: Magnum Photos Foundation
- Member: American Association of Museums' Task Force on Corporate Giving
- Member: Auction Committee, Friends Without a Border (Angkor Hospital for Children, Cambodia)
- Member: Women in Development, ArtTable, American Association of Museums
- Adjunct Professor: New York University
- Former Member: NYC Trust for Cultural Resources (appointed by the Mayor of the City of New York) and 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 performing and visual arts groups across four continents.
- Metropolitan Museum of Art, International Center of Photography, American Federation of Arts

### training + lectures

- Frequent guest lecturer across the United States and abroad
- Known for intensive hands-on 'Sponsorship Bootcamp'
- Ongoing: Americans for the Arts, New York University, University of Pennsylvania, U.S. Department of State
- 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

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## sponsorship training for non-profits | 1

### workshop summary

The seminar addresses the strategies and hands-on techniques to secure a corporate sponsor. In today's tough economy, corporations and non-profits must be smarter with how they give and receive their limited, sponsorship-marketing dollars. Visibility is no longer enough. Smart companies and savvy non-profits use sponsorship to meet a business need to deliver measurable results. This workshop illustrates how to build meaningful bridges between a non-profit and a sponsor's sales and marketing needs. Attendees will learn to think strategically in terms of measurable "Return on Investment" or ROI. And the non-profit that thinks in terms of ROI will receive the sponsorship dollar.

Get tips how to navigate the corporate mind-set from a former corporate 'donor'. Understand the motivations behind a sponsorship decision and the criteria that goes into the corporate process. Determine how to identify the assets you have to 'sell'. Develop effective presentation materials so that your proposal gets you in the door. And once in the door, learn how to negotiate for more than just cash. Finally, learn evaluation techniques to measure whether the sponsorship produced tangible results. Successful real life case studies complement the session.

### topics covered

How can 'doing good' be good for business? What is the difference between Philanthropy and Sponsorship?  
What are the typical motivations and criteria for sponsors today?  
How to get in the door and build personal relationships  
Negotiation: What does business really want and what can you get besides cash?  
Benefits: Selling tangible and intangible assets (what is the most valuable benefit to a sponsor?)  
Writing: Techniques of writing before a corporate audience; real-life packaging make-over's  
Evaluation: How to measure the ROI (Return on Investment); what to put in your final report?  
Case Studies: Analysis of how smart non-profits today use sponsorship to meet a business need  
Heads Up: What can go wrong once you've got the money!

### workshop goals and expected results

Think more strategically how to be seen as a marketing tool, not just a charity  
Write more effectively  
Use sponsorship can meet a sponsor's need, not just your own  
Improve your approach – in writing and in person  
Better understand the assets you have to 'sell'  
Create logical links to a potential target  
Better navigate the corporate mind set  
Negotiate smarter and package more successfully  
Become a more effective fundraiser





## sponsorship training for non-profits | 2

### appropriate audience

Development, Marketing, Administrative, Executive Directors, Finance, Trustees, Volunteers  
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 corporate relationships do you currently have (e.g., bank? food services? uniform vendors?)  
What benefits can you offer, e.g., (1) credit and visibility; (2) entertainment and hospitality; (3) employee privileges?

### leader qualifications

Alice Sachs Zimet, President, Arts + Business Partners, is a pioneer in the field of corporate sponsorship. During 20 years at The Chase Manhattan Bank, she worked with performing and visual arts groups in 14 countries and 20 U.S. cities – doing good, raising visibility and helping to generate over \$2 billion.  
Ms. Zimet has degrees in art history from Syracuse University, Sorbonne University and New York University's Institute of Fine Arts. She is a member of the Collections Committee of the Harvard University Art Museums and the American Association of Museum's Task Force on Corporate Giving.  
Having read thousands of proposals and managed millions of 'donor dollars', Ms. Zimet provides a rare glimpse into the funder's mind – what makes a strong proposal, how corporations read, what benefits are most important – all to help the not-for-profit become a more effective fundraiser.

### length

Half Day: Basics  
Full Day: Basics + your corporate package  
or  
Basics + role-playing exercises

### handouts

Abundant

### what people say

"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 (NCGS), as a likely partner for a corporation. Alice showed me how wrong I was. NCGS has now enjoyed great success securing corporate support. Because I was convinced that what Alice had to say was vital to our independent schools, I invited her do a half day workshop at our own annual conference. She is a super teacher, full of great ideas and strategies that work whatever your cause or passion might be."

Whitney Ransome, Co-Executive Director  
National Coalition of Girls' Schools



## select clients

### corporate

American Express Tax + Business Services, Inc.  
Atlantic Trust Private Wealth Management  
Barnes & Noble  
Fleet Bank - Private Clients Group  
Mizuho Corporate Bank, Ltd (Americas Division)  
Pernod Ricard USA  
Sephora USA  
Silver Bridge Advisors LLC  
U.S. Trust Company  
Wachovia Securities

### visual arts

American Federation of Arts  
Aperture Foundation  
Blindspot  
Chelsea Art Museum  
Frist Center for the Visual Arts  
Harvard University Art Museums  
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

Admical (Paris)  
American Embassy (Hungary, Macedonia, Mexico, Russia, Serbia)  
BDS Sponsorship (London)  
Global Business Network (London, Paris)  
Ikona Venezia (Italy)  
Institut Van Gogh (France)  
Paul Taylor Dance Company (Paris season)  
U.S. Pavilion, Venice Biennale (Italy)  
Universita della Svizzera Italiana (Switz)

### service

Arts & Business Council of Greater Boston

### performing arts

The Actors' Fund of America  
Alvin Ailey American Dance Theater  
Broadway Cares / Equity Fights AIDS  
Carlota Santana Flamenco Vivo  
Dancers Responding to AIDS  
Magic Tree House: The Musical  
Martha Graham Dance Company  
National Dance Institute  
Orpheus Chamber Orchestra  
Palm Beach Opera  
SITI Company  
Tribeca Film Festival

### conferences/training/on site seminars

American Association of Museums  
American Marketing Association  
Americans for the Arts (Charlotte, Chicago, Houston, Los Angeles, Miami, New Orleans, NYC, San Francisco)  
Arts & Business Council of New York  
Association of Performing Arts Presenters  
CEC ArtsLink (Russian Jubilee Fellows)  
Columbia University  
Dance USA  
Journal of Financial Advertising and Marketing  
League of Historic American Theaters  
Michigan Association of Community Arts Agencies  
New York University (Adjunct Professor)  
Oklahoma Center for Non-profits  
Opera America  
Opera Boston  
Pinellas County Arts Council (Florida)  
Theatre Communications Group  
University of Pennsylvania  
U.S. Department of State (D.C.)

### non-arts

Association of National Estuary Programs  
Bellevue/NYU Program for Survivors of Torture  
East Side Institute  
French Institute / Alliance Française  
Future of Life, Inc.  
National Coalition of Girls' Schools  
Practicing Law Institute  
The Hampton Classic Horse Show  
The Retreat



## corporate testimonials

"Here's a consultant who is a bundle of energy, with smarts and contacts that every arts and business organization should hire!"

**Director, Not for Profit Services**  
**RSM McGladrey, Inc.**

"Sponsorship is one of the best ways to build a business, source clients and do 'good' in the community. And Alice is a master."

**President & Chief Operating Officer**  
**Silver Bridge Advisors LLC**

"Relationship marketing is key to building a customer base. With her global contacts and marketing savvy, Alice builds the kind of relationships that money cannot buy."

**Managing Director**  
**Rothschild Asset Management**

"In Latin America, Alice created a very successful sponsorship program for Chase. With a Twyla Tharp sponsorship, she helped the bank establish a then nascent corporate finance business that today ranks among the top in the world."

**Senior Vice President**  
**HSBC Private Bank**

"Sephora needed a philanthropic initiative that made strategic sense. Alice immediately set to work with instant results and identified a charity that operates on children's facial deformities. How innovative to link this to our mission – the business of beauty. Alice created a 'cause marketing' campaign with the launch of a new product, a lip balm. And with the sale of each lip balm, thousands of children are helped around the world."

**Director, Public Relations**  
**Groupe Clarins and Clarins Fragrance Group**  
**(Former Director, Cultural and Philanthropic Affairs, Sephora USA)**

"I worked with Alice globally and watched her use the arts to significantly increase new and increased assets under management. She is competent, professional and strategic and can conceptualize from paper through extraordinary execution."

**Senior Executive, Global Private Banking**  
**The Chase Manhattan Bank**



## non-profit testimonials

"Alice Zimet has a stellar track record of developing global business alliances that yield bottom line returns for business as well as increased opportunities for the arts."

***President, Business Committee for the Arts, Inc***

"I first met Alice at Versailles – followed by events in Vienna and Jakarta – where she organized private concerts for several hundred guests, each one more important than the next. Her talents are amazing; her spirit is even more special. She has an obvious devotion to music, and I consider myself lucky to have benefited so gloriously from her careful and caring planning and graciousness. She's a star!"

***Frederica von Stade, Mezzo Soprano***

"I met Alice in Tokyo and was struck by three things: a fundamental knowledge of dance; a shrewd understanding of what sponsorship can do for a company; and a personal commitment to international cultural exchange. She knows that American culture abroad can help tell the American story, and thereby contribute to overall American political and economic goals overseas. Alice was tireless in pursuing her international cultural objectives, and from my professional stance – as cultural attaché in both Tokyo and London, and as director of the U.S. government's overseas arts presentation office – I could not have asked for a better collaborator. Brava, Alice."

***Cultural Attaché, American Embassy (London, Tokyo)***

***Deputy Director, President's Committee on the Arts and Humanities***

"Alice cuts right to the chase! She understands corporate and non-profit partnerships better than anyone I know."

***Deputy Director  
Harvard Art Museum***

"Alice gave us the tools and perspective to better see and articulate our value to the corporate community as well as to ALL our funders."

***Executive Director  
National Dance Institute***

"Alice's loyalty is amazing. When we've looked for senior level staff, Alice has twice provided "interim" support to keep us motivated and moving forward. She's delivered sponsors, new trustees, morale support and even tried to create an international affiliate."

***Ehrenkranz Director  
International Center of Photography***



## training testimonials | 1

"Taking your class at New York University inspired me... And now have successfully entered the workplace doing what I love, sponsorship! I just wanted to thank you – you motivated me, educated me, and set me on a new path!!"

***Corporate Relations Manager, Seattle Theatre Group***

"I attended the Hampton Classic Sponsor Workshop .... I have never experienced such a well and easily communicated overview of the How's, Why's, When's, Who's, Where's, etc. etc. Over the years, I have had many conversations with other colleagues regarding corporate sponsorships. Going forward, I will tell them you are ... the experts in this field!"

***Corporate Program Manager, Volunteers of America***

"Your training course was a shot in the arm – we made a pitch the very next day!"

***General Director, Opera Boston***

"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, Greater Philadelphia Cultural Alliance***

"As keynote speaker at our annual Sponsor Workshop, Alice dissected the many reasons why corporations extend their support to an event such as ours. And while she never attended the Horse Show before, her knowledge was spot on supported by relevant case studies and appropriate anecdotes – all delivered in a casual, but highly informative style. While we've 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 Marketing Director, The Hampton Classic Horse Show***

"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***

"Alice presents the essentials of corporate fundraising in an extremely clear and engaging way... I knew little about corporate fundraising before the workshop. But after a day with Alice, I gained an excellent grasp of the subject and the practical skills and confidence to put what I learned into action. From an international viewpoint, Alice also 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  
CEC ArtsLink, New York City***



"Ms. Zimet's program was the most successful one in the series of U.S. Speaker programs aimed at capacity building of cultural institutions in Serbia that we've organized since 2004!"

**Public Affairs Officer**  
**American Embassy, Belgrade, Serbia**

"Alice was consistently rated EXCELLENT and 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**

### **Sponsorship Bootcamp Attendees**

"Alice provided a real nuts and bolts presentation. I've taken away 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 and effective. I can't wait to get started! "

