



CORPORATE SPONSORSHIP

HIGHLIGHTS + RESULTS

CORPORATE / GOVERNMENT CLIENTS

The Chase Manhattan Bank (Multi)

To open a new Private Bank office in Brussels, 200 prospects attended performance of Paul Taylor Dance Company delivering 16 relationships with \$20 million in new deposits within 2 months.

To gain closer access to a government prospect, co-sponsored Paul Taylor Dance Company with Japan's Ministry of Telecommunications. Event solidified \$80 million deal.

To launch a new Mexican subsidiary, co-sponsored Jose Carreras concert with major corporate client whose account increased 30%.

To cross-market and offer client appreciation, Corporate Finance and Private Bank co-hosted concerts around the world with Cecilia Bartoli, Tony Bennett, Jose Carreras, Placido Domingo, Kiri Te Kanawa, Frederica von Stade and Dionne Warwick. Accounts under management increased over \$1 billion.

To increase "share of wallet", Guggenheim retail customers admitted free to the Guggenheim Museum. Of 40,000 visitors, 10,000 customers took advantage.

To thank profitable clients, Credit Card offered free tickets to the Martha Graham Dance Company with a 12% response rate.

Fleet Bank Private Clients Group (Speaker Bureau) - Created women's series to cross market Private Bank with Middle Market clients / prospects, targeting high net worth female entrepreneurs.

Fleet Bank Private Clients Group (Selection Modules) - Created selection criteria to better align sponsorships to business objectives, identified non-profit partners and managed project roll out across four regions.

CORPORATE / GOVERNMENT CLIENTS (con'td)

U.S. Trust (Speaker Identification) - In honor of a client's donation of artwork, US Trust sponsored an exhibit of contemporary African American art at the Pennsylvania Academy of Fine Arts. Placed director of the Studio Museum of Harlem as keynote speaker.

American Express Tax + Business Services (Strategic Planning / Sponsorship Counsel)
- Provided fundraising, marketing and sponsorship counsel for AMEX cultural and nonprofit clients including launch of Rubin Museum of Art in New York City.

Atlantic Trust Private Wealth Management (Strategic Counsel) - Created "arts platform" to boost name recognition and use arts as high net worth development tool.

Fleet Bank Private Clients Group (Strategic Counsel / Execution) - Developed marketing plan using charitable donations to expand Fleet PCGs' presence in the mid-Atlantic region and to ensure smooth merger transition to raise brand awareness, internal cross marketing and source new clients.

Barnes & Noble (1:2:1 Coaching) - Held training seminars for national Community Relations staff to better align sponsorships to business objectives.

U.S. Department of State (Training) - Held training for Cultural / Public Affairs Officers across American Embassies worldwide to more effectively secure corporate funds for American culture abroad.

Fleet Bank Private Clients Group (Board Placement) - Placed executives on nonprofit boards as vehicle to deliver closer access to key targets.

Sephora USA (Cause Marketing) - Developed campaign (across 39 states) to benefit Operation Smile. Created new product to coincide with launch of Sephora.com with 58 million media impressions within first 10 months, generating over \$1 million of sales and changing the lives of over 4,000 children around the world.

Pernod Ricard (Product Placement) - Placed spirits/wines in front of upscale demographic audience at VIP events (Orpheus Chamber Orchestra at Carnegie Hall; Whitney Museum of American Art Gala). Launched new brand at prestigious 57th Street photography gallery.

NON-PROFIT CLIENTS

Carlota Santana Flamenco Vivo (Board Development) - Increased number of corporate trustees and created board guidelines.

The Jewish Museum - International Center of Photography - Orpheus Chamber Orchestra (Corporate Membership) - Created / repackaged corporate membership program.

Rubin Museum of Art - Carlota Santana Flamenco Vivo - Orpheus Chamber Orchestra - International Center of Photography (Cultivation Events / Relationship Building) - Created multiple "touch points" to develop 1-2-1 relationships with corporate funders.

Whitney Museum of American Art - International Center of Photography (Interim Management) - Oversaw Corporate fundraising activities while museum looked for new senior development staff.

Alvin Ailey American Dance Theatre (Proposal Audit / Repackaging) - Proposal audit and strategic counsel led to 7-figure financial services sponsor.

Carlota Santana Flamenco Vivo (Repackaging) - Revised written materials resulted in three-fold increase in sponsorship from Target Corporation.

International Center of Photography (Repackaging) - New development format delivered 6-figure financial services sponsor within four weeks.

International Center of Photography - Whitney Museum of American Art (Presentation Book) - Created new "show and tell" book to highlight sponsorship / marketing opportunities when making presentation to potential funders.

Orpheus Chamber Orchestra (Strategic Planning) - Created strategy to expand roster of corporate donors which resulted in significant added revenue. Activities included new corporate giving opportunities, improved sponsor benefits, revised written materials, creation of cultivation events and development of new corporate member program.

Rubin Museum of Art (Strategic Counsel) - Provided opportunities to penetrate corporate community tied to launch New York City's new Himalayan art museum.

Harvard University Art Museums - International Center of Photography (1:2:1 Coaching / Personalized Seminars) - Provided on site seminars across all staff (eg, education, development, marketing, curatorial, administration and trustees) on sponsorship 'best practices'.

National Dance Institute (Board Training) - Provided training how to leverage social contacts to help fundraise within the corporate community.

INTERNATIONAL

Admical (Paris) (Presentation) - Only American invited to present at 20th Anniversary 'Corporate Sponsor' conference. Speech ("How U.S. Corporations Use the Arts as a Strategic Marketing Tool") presented in French on stage of Paris Opera House before 200 French business and arts groups.

Paul Taylor Dance Company (Corporate Cultivation) - Broadened contacts by introducing dance company during its Paris season to over a dozen French and American multinational corporations.

International Center of Photography (International Site) - Created opportunity for ongoing presence in Venice, Italy.

Institut Van Gogh (France) (Exhibition Execution) - Secured 10 of America's leading contemporary artists (e.g. Rauschenberg, Rosenquist, Close, Lewitt, Lichtenstein, Bourgeois ...) tied to European exhibition dedicated to Van Gogh's influence on late 20th Century artists, sponsored by Vivendi.

U.S. Pavilion at the Venice Biennale (Repackaging / Negotiation) – New materials (and negotiation of deal) secured Gucci as first non-American corporate sponsor.

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