



CORPORATE SPONSORSHIP

HIGHLIGHTS + RESULTS

CORPORATE / GOVERNMENT CLIENTS

Multi

The Chase Manhattan Bank

- 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 (25% return).**
- To thank profitable clients, Credit Card offered free tickets to the Martha Graham Dance Company with a **12% response rate.**

Speaker Identification

Fleet Bank Private Clients Group

Created women's series to **cross market Private Bank with Middle Market** clients / prospects, targeting high net worth female entrepreneurs.

U.S. Trust

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. Secured speaker **Director of the Studio Museum of Harlem** as keynote.

Creating an Objective Process (Selection, Criteria and Evaluation Modules)

Fleet Bank Private Clients Group

Created Selection Criteria Modules to better align sponsorships to business objectives, identified nonprofit partners and managed project roll out across four regions.

Mizuho Corporate Bank (Americas Division)

Created Selection Criteria Modules in order to better align sponsorship to business objectives which improved project selection.

Strategic Planning / Sponsorship Counsel

Atlantic Trust Private Wealth Management

Created "arts platform" to boost name recognition and **leverage arts sponsorships as high net worth business development tool.**

Fleet Bank Private Clients Group

Developed "arts platform" using charitable donations to expand Fleet PCGs' presence in mid-Atlantic region and to ensure smooth merger transition **to raise brand awareness, internal cross marketing opportunities and source new clients.**

American Express Tax + Business Services

Provided fundraising, marketing and sponsorship counsel for AMEX cultural and nonprofit clients including launch of Rubin Museum of Art in New York City.

1:2:1 Coaching / Personalized Training

U.S. Department of State (D.C.)

Held training for Cultural / Public Affairs Officers representing American Embassies overseas to more effectively secure corporate funds for American culture abroad.

U.S. Department of State (Russia, Macedonia, Hungary, Serbia, Mexico)

Held training sessions for local arts groups / businesses with a focus on how to create strategic partnerships.

Barnes & Noble

Held training seminars for National Community Relations staff to **better align sponsorships to business objectives.**

Mizuho Corporate Bank (Americas Division)

Held 'best practices' training on how to make sponsorship a profitable part of the business plan.

Board Placement

Fleet Bank Private Clients Group

Placed executives on nonprofit boards as vehicle **to deliver closer access to key targets.**

Cause Marketing

Sephora USA

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.**

Product Placement

Pernod Ricard

Placed spirits/wines in front of upscale demographic audience at VIP cultural events (Orpheus Chamber Orchestra at Carnegie Hall; Whitney Museum of American Art). Created launch of new brand at prestigious 57th Street gallery.

NON PROFIT CLIENTS

Board Development

Carlota Santana Flamenco Vivo

Increased number of corporate trustees and created board guidelines.

Cultivation Events / Relationship Building

Created cultivation events to develop 1-2-1 relationships with corporate funders:

Actor's Fund of America

Aperture Foundation

Carlota Santana Flamenco Vivo

International Center of Photography

National Dance Institute

Orpheus Chamber Orchestra

Rubin Museum of Art

Interim Management

Managed corporate sponsorship activities while museum looked for new senior development manager:

International Center of Photography

Whitney Museum of American Art

Proposal Audit / Repackaging

Alvin Ailey American Dance Theatre

Proposal audit and strategic counsel led to **7-figure financial services sponsor**.

Carlota Santana Flamenco Vivo

Revised written materials resulted in **three-fold increase in sponsorship from Target and first time gift from Altria**.

International Center of Photography

New development format **delivered 6-figure financial services sponsor** within four weeks.

Created new "show and tell" book to highlight sponsorship / marketing opportunities when making presentation to potential funders.

Creation of New Corporate Sponsorship Package

Actor's Fund of America
American Composers Orchestra
Arts Memphis
Boston Philharmonic Orchestra
Brooks Memphis Museum
Bruce Museum
Camera Club of New York
Dance Forum (South Africa)
FotoFest
International Center for Photography
Jennifer Muller/The Works
The Jewish Museum
Katonah Museum
Lyric Chamber Music Society of NY
Martha Graham Dance Company
National Dance Institute
Palm Beach Opera
Silvermine Arts Center
SITI Company
Tribeca Film Festival
Whitney Museum of American Art

Strategic Planning / Strategic Counsel

Orpheus Chamber Orchestra

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

Provided opportunities to penetrate corporate community tied to launch New York City's new Himalayan art museum.

1:2:1 On Site / Personalized Seminars

American Marketing Association
Art & Business Council of Greater Boston
Boston Philharmonic Orchestra
Center for Creative Photography (Tucson)
Frist Center for the Visual Arts
Harvard Art Museums
International Center of Photography
Opera Boston
Phoenix Art Museum
Practicing Law Institute
Silvermine Arts Center

Board Training

National Dance Institute

Provided board training how to better fundraise within the corporate community.

INTERNATIONAL

Presentation (Paris)

Admical

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.

Corporate Cultivation (Paris)

Paul Taylor Dance Company

Broadened contacts by introducing dance company during its Paris season to over a dozen French and American multinational corporations.

International Site (Italy)

International Center of Photography

Created opportunity for ongoing presence in Venice, Italy.

Exhibition Execution (France)

Institut Van Gogh

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.

Repackaging / Negotiation (Venice)

U.S. Pavillion at the Venice Biennale

New materials (and negotiation of deal) **secured Gucci as first non-American corporate sponsor.**