



CORPORATE SPONSORSHIP

Classes + Consulting
Non-Profits + Business Sponsors



Arts + Business Partners, LLC
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ABOUT US

Arts + Business Partners

We are **experts** in the field of **corporate sponsorship**. Founded in 1999, Arts + Business Partners combines the personal attention of a small agency with 30 years of hands-on global experience. Our reach spans 14 countries, 30 U.S. cities and 15 American Embassies. We work with well-known businesses to start-ups, from the world's most prominent cultural institutions to those just beginning.

Our Philosophy

Doing good should be good for business. If planned properly, sponsorship can deliver measurable results to both the sponsor and grantee.

Services

We provide **1-2-1 Consulting and Classes** for Sponsors and Non-Profits. We guide business to make sponsorship a profitable part of the marketing plan. We help non-profits navigate the world of corporate funding and provide hands-on techniques to secure a corporate sponsor.

Why the Arts?

The arts create emotional connections that money cannot buy and for many sponsors, relationship marketing is the key to success. Arts sponsorships are a cost-effective business-building tool (especially for the high net worth) that can cement relationships with clients, prospects and employees.

What Differentiates Us?

Founder Alice Sachs Zimet has a proven track record of turning sponsorship dollars into profit. She has worked both ends of the spectrum – as a donor and grantee -- placing her in a unique position to advise on 'best practices' with the sensitivity it requires. A well-known consultant and teacher of sponsorship strategy, Alice is sought out for her distinctive expertise, the ability to **make things happen** and her fact-filled, energetic 'sponsorship 'boot camp'.

As the former Director of Worldwide Cultural Affairs, The Chase Manhattan Bank, Zimet has the **insider perspective**. Having read thousands of proposals and managed millions of 'donor dollars', she understands the donor mindset – what makes a strong proposal, how business thinks, what benefits are most important – and empowers her clients to create effective and successful partnerships.

Zimet's breadth of experience spans both wholesale and retail business from credit card, corporate banking and private wealth management, to the branch system. And her non-profit sensitivity includes working *in* and *with* the cultural community.

SPONSORSHIP CONSULTING

Doing good should be good for business. If planned properly, sponsorship can deliver measurable results to both the sponsor and the grantee.

We have turned sponsorship dollars into profit -- generating over \$2 billion in new business alone for The Chase Manhattan Bank – using the arts as a strategic marketing tool. We have worked with donors and with grantees with the unique experience to advise ‘best practices’ with the sensitivity it requires. As experts in the field, we consult with well-known business to start-ups, from the world’s most prominent cultural institutions to those just beginning. We combine the personal attention of a small agency with 30+ years of experience across 14 countries, 30 U.S. cities and 15 American Embassies.

Consulting for Business Sponsors

As a strategic matchmaker, we guide corporate clients to make sponsorship a profitable part of the business plan. We help create an objective process including Selection and Evaluation modules. We handle one-off events, sponsorships, board placements and speaking opportunities.

We help sponsors: Build brand using the arts • Build "clients under management", not "assets under management" • Maximize the "buy" with and without cash • Align philanthropic dollars to marketing objectives • Create selection models to optimize sponsorship choices • Create measurement techniques to evaluate success against objectives.

Our experience spans working across both wholesale and retail business from credit card, corporate banking to the branch system. In the private banking space, we have worked with global, national and local players. Relationship marketing is the key to success. And, cultural sponsorships deliver what money cannot buy. They are a cost-effective business-building tool that cements relationships with clients, prospects and employees.

Consulting for Non-Profit Groups

As a “fundraising therapist”, we coach non-profit clients how to navigate the world of corporate funding, **provide strategic advice and offer hands-on techniques to secure a corporate sponsor.** We provide the know-how to create effective Fact Sheets, Menu of Sponsorship Opportunities, Tangible and Intangible Benefits and Tips on how to get out into the marketplace. **As a former funder**, Zimet has the inside perspective. Having read thousands of proposals and managed millions of donor dollars, she understands the sponsor mindset – enabling her clients to create more effective partnerships.

We help non-profit clients: Better package corporate sponsorship materials • Identify a ‘menu of sponsorship opportunities’ • Create tangible and intangible benefits • Create strategies to personally meet funders and get in the door • Improve your ability to sell, negotiate and close deals • Think like a sponsor • Evaluate sponsorship effectiveness.

SPONSORSHIP CLASSES

When it comes to sponsorship, visibility is no longer enough. Smart companies and savvy non-profits use sponsorship to deliver measurable results. Our intensive fact-filled “boot camp” illustrates how to build bridges between a non-profit and a sponsor’s marketing needs. Attendees learn to think strategically in terms of measurable “return on investment.” You’ll get a bird’s eye view of best practices, how doing good can be good for business and a step-by-step guide as to what works and what doesn’t. Real-life case studies complete the experience.

WORKSHOP GOALS	
BUSINESS SPONSORS	NON-PROFIT COMMUNITY
Align sponsorship to business marketing objectives	Align your needs with a sponsor’s needs
Think more strategically to “buy” with success	Think more strategically to “sell” with success
Set criteria to identify the “right” project	Better navigate the corporate mind set to present yourself as “right for business”
Better evaluate proposals	Write more effective case for support
Develop a thoughtful process of modules to select and evaluate appropriate projects	Identify tangible and intangible benefits to sell
Negotiate smarter to turn sponsorship dollars into a profitable part of business plan	Negotiate smarter and package more effectively
Mistakes to avoid once you’ve committed the money	Mistakes to avoid once you’ve got the money

WHO SHOULD ATTEND	
<ul style="list-style-type: none"> Human Resources, Marketing, Advertising, Corporate Social Responsibility, Finance staff from small, medium or large institutions New-to-the-field or seasoned professionals Employees who volunteer and/or serve on Boards 	<ul style="list-style-type: none"> Development, Marketing, Administrative, Executive Directors staff from small, medium or large institutions New-to-the-field or seasoned professionals Volunteers and Board of Trustees

QUESTIONS TO THINK ABOUT IN ADVANCE	
Why do you want to sponsor (the objective) ?	Who are your logical prospects? Why ?
What are your key criteria in selecting a project ?	What business relationships do you already have (e.g., bank, food services, uniform) ?
What are the top three benefits you want and why ?	What benefits can you offer (e.g., visibility, hospitality, employee privileges) ?

SPONSORSHIP CLASSES (cont'd)

BUSINESS

Topics Philanthropy vs Sponsorship • Determining sponsorship objectives • How to evaluate properties that meet your objectives • Creating an objective process • Creating Selection Criteria to evaluate the 'right' property • How to negotiate smarter • Mistakes to avoid once you've committed the money • Measuring against objectives

Flexible Format A 3-hour presentation followed by a personalized session to create your Selection, Criteria and Evaluation modules. After only one day, you'll be able to identify the "right" property to meet your marketing objectives and the skills to measure success.

Handouts Abundant tips, tools, modules, and strategies to successfully select and evaluate projects including template Selection Criteria Grids.

NON-PROFIT

Topics Philanthropy vs. Sponsorship • Typical sponsor motivations • Meeting tips • How to write more effectively • How to create a menu of sponsorship opportunities • How to find the right partner • Selling tangible and intangible benefits • Evaluation techniques

Flexible Format A 3- hour fact-filled presentation followed by a second personalized session to write or edit your own case for support / corporate sponsorship package.

Handouts Abundant tips, tools, and strategies to successfully secure a corporate sponsor including worksheets on how to create a Fact Sheet, identify Benefits, select a Menu of Sponsorship Opportunities, create a Prospect List and provide an Evaluation Report.



ABOUT FOUNDER



Alice Sachs Zimet **pioneered corporate sponsorship in the United States.** At The Chase Manhattan Bank (20 years), she created the first Cultural Affairs marketing group in a bank, now a model in the field. She used the arts to brand Chase globally and generated over \$2 billion using sponsorship as a strategic marketing tool. Alice founded Arts + Business Partners in 1999.

Affiliations

- Chair Photography Collections Committee, Harvard Art Museums
- Board Member Magnum Foundation
- Acquisitions Committee International Center of Photography
- Auction Committee Friends Without a Border (Angkor Hospital for Children, Cambodia)
- Member Women in Development; ArtTable; American Alliance of Museums
- Adjunct Professor New York University (Graduate Program, Arts Administration)
- Faculty International Center of Photography School; Camera Club of New York

Awards and Recognition

- American Association of Museums' "Medal for Distinguished Philanthropy"
- Dewar's 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, Wall Street Journal, other American / international publications.

Training + Lectures

- Sought-after lecturer across the United States and abroad
- Known for intensive hands-on 'Sponsorship Boot Camp'
- Frequent keynote speaker, panel moderator, 1-2-1 on-site coach
- Teaches regularly for Americans for the Arts, New York University, U.S. Department of State

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)
- Director, Worldwide Cultural Affairs, The Chase Manhattan Bank – sponsorships across four continents
- Metropolitan Museum of Art, International Center of Photography, American Federation of Arts
- Collecting fine art photography
- Former champion water-skier

Passions

Previous Work

- Visits to France and speaking French

Collecting Photography Enthusiast

Zimet is a collector, educator, and advisor who began to collect photography in 1985. Her collection of 200+ museum-quality images includes 20th Century masters through the present. Alice teaches "Collecting Photography" classes and advises photographers as well as collectors on a regular basis. She teaches at ICP, Camera Club of New York, and at museums and schools across the United States. She regularly speaks on panels and participates in portfolio reviews at art fairs in the United States and abroad.

WORKSHOP CLIENTS



Conferences

Admical (Paris)
American Alliance 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 NYC
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)
New York Council of NonProfits
Opera America (Toronto)
Theatre Communications Group



Training

American Embassy / US Department of State
(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 (FL)
CEC ArtsLink (Russian Jubilee Fellows)
Columbia University
Foundation Center (NY)
Journal of Financial Advertising and Marketing
Michigan Assoc of Community Arts Agencies (Detroit, Grand Rapids)
New York University (Adjunct Professor)
Oklahoma Center for Non-Profits
Pinellas County Arts Council (FL)
University of Pennsylvania
U.S. Department of State (D.C.)



Private On-Site Seminars (1:2:1)

American Marketing Association
Barnes & Noble
Center for Creative Photography (Tucson, AZ.)
Frist Center for the Visual Arts (Nashville, TN)
Hampton Classic Horse Show
Harvard Art Museums
International Center of Photography
Mizuho Corporate Bank Ltd (Americas Division)
Opera Boston
Phoenix Art Museum

CONSULTING CLIENTS

Corporate

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

Visual Arts

American Federation of Arts
Aperture Foundation
Blindspot
Brooks Memphis Museum of Art
Bruce Museum
Center for Creative Photography (Tucson)
Chelsea Art Museum
Creative Capital Foundation
FotoFest (Houston)
Frist Center for the Visual Arts (Nashville)
Harvard Art Museums
International Center of Photography
The Jewish Museum
Katonah Museum of Art
Lower East Side Tenement Museum
Magnum Photos Inc.
Phoenix Art Museum
Professional Women Photographers
Rubin Museum of Art
Silvermine Arts Center
Whitney Museum of American Art

Service

Arts & Business Council of Greater Boston

Non-Arts

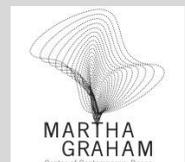
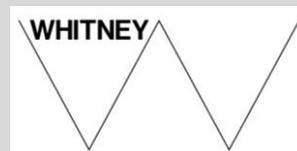
Association of National Estuary Programs
Bellevue/NYU Program for Survivors of Torture
East Side Institute
French Institute/Alliance Francaise
Future of Life, Inc
Hampton Classic Horse Show
Happy Families International Center Inc.
Lovett Stories + Strategies
On Course Foundation
Practicing Law Institute
The Retreat
United Jewish Appeal (UJA)

Performing Arts

The Actor's Fund of America
Alvin Ailey American Dance Theater
American Composers Orchestra
Blues Foundation (Memphis, TN)
Boston Philharmonic Orchestra
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
Peter London Global Dance Company
Siti Company
Tribeca Film Festival

International

Dance Forum (South Africa)
Fotografiska (Sweden)
Ikona Venezia (Italy)
Institut Van Gogh (France)
Paul Taylor Dance Company (Paris season)
U.S. Pavilion, Venice Biennale (Italy)
Universita della Svizzera Italiana (Switzerland)



CORPORATE/GOVERNMENT TESTIMONIALS



"Relationship marketing is key to building a customer base. With her global contacts and marketing savvy, Alice builds relationships that money can't buy."
Managing Director, Deutsche Bank Asset Management



"Thumbs up – Alice has the teaching but more importantly the in-the-trenches hands-on experience."
Chief Operating Officer, Great Philadelphia Cultural Alliance



"Sephora needed a strategic philanthropic project. Alice immediately identified a charity that operates on children's facial deformities. How innovative to link this to our mission – the business of beauty. With the launch of a new product, each lip balm helped thousands of children around the globe."
Director, Cultural and Philanthropic Affairs, Sephora USA



"Alice's lecture for the American Chamber of Commerce was ground-breaking. Attracting foreign and local business, such as Honeywell, Lufthansa, JAT, Hyatt, Kraft Food... it allowed our Embassy to show the value of investing in the arts."
Cultural Affairs Officer, American Embassy, Serbia



"Alice gets it. She understands that you are under the gun. Her job is to help you succeed in meeting your goals. When you do, you're the hero...which is her reward."
*Senior Vice President, Global Advertising/Marketing
The Chase Manhattan Bank*



"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 and CEO, Silver Bridge Wealth Advisors LLC

NON-PROFIT TESTIMONIALS



"Alice taught me the Hows, Whys, Whens, Whos, and Wheres in the most succinct session I've ever attended. Definitely an expert in her field!"
Manager, Corporate Programs, Volunteers of America



"Lots of people give workshops – few are really great at it. Alice is one of those few."
Executive Director, League of Historic American Theatre



"Your course was a real shot in the arm. We made a pitch the next day!"
General Director, Opera Boston



"I never felt we were a likely partner for a business until Alice showed me how wrong I was!"
Executive Director, National Coalition of Girls' Schools



"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 Theatre



"Alice's insight, knowledge and vast experience created an exciting user-friendly workshop. She was 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