



# Summer 2009 National Arts Marketing Project Workshop

**Thursday, June 25<sup>th</sup>, 2009**

**9am – 4pm**

**SPONSORSHIP 911**

**with LOIS SAPERSTEIN**

Sponsorship is the fastest growing form of marketing in the U.S., but it is still in its infancy, especially in the arts community. Why? One reason, based on research, might be that corporate marketing executives simply are not certain as to how to implement an arts sponsorship. How do we educate these executives?

In this challenging economic climate, corporations of all sizes are keeping a close eye on their sponsorship marketing dollars; as such, arts and culture organizations need to map out strategies to maneuver through this creative challenge. Organizations need to think strategically and utilize market-based strategies, creating those pathways bridging your organization’s goals and objectives with the potential sponsor’s sales and marketing needs. In this full day workshop, participants will learn about these strategies: how to utilize them through presentation, discussions and experiential exercises; what corporations are looking for; and how to think strategically in terms of ‘ROI’ [Return on Investment]. There is more to sponsorship packages than just writing the proposal... sponsorship is about creating value, a strong cohesive marketing plan, collaboration among internal departments, and knowing your organization and where it is going. We will work on creating sample marketing plans and sponsorship packages for fictitious organizations and discuss various marketing techniques.



**LOIS SAPERSTEIN** is the founder and executive director of the Center for the Arts: Creativity, Experience, Empowerment and the Arts Marketing Partnership in Morganville, New Jersey. Saperstein also created and developed a program she is really passionate about -- the Arts in Prevention Certificate Program at Rutgers University. Through this program, she has organized several workshops and conferences which address youth, families and communities through the arts. Lois has modeled a national initiative of the Arts in Prevention program, providing consultation, education, training and partnership for people from all walks of life. She also consults with arts organizations and their organizational infrastructure, including strategic planning, marketing, collaborative partnerships and sponsorships.

**LOCATION:** Room 304 (2<sup>nd</sup> Floor), The EpiCenter, 13805 – 58<sup>th</sup> Street N., Clearwater, FL  
- FREE PARKING and THE WAVE CAFÉ are available -

**DEADLINE TO REGISTER:** Thursday, June 18<sup>th</sup>

An e-mail confirmation will be sent upon receipt of payment.

**WORKSHOP FEE:** \$20 (up to two people from an org.)

Questions? Phone Cultural Affairs at 727.453.7860

**REGISTRATION FORM** Please PRINT clearly!

**June 25<sup>th</sup> SPONSORSHIP Workshop**

Organization \_\_\_\_\_ Phone #: ( \_\_\_\_\_ ) \_\_\_\_\_

Name \_\_\_\_\_ E-mail: \_\_\_\_\_

Name \_\_\_\_\_ E-mail: \_\_\_\_\_

\$ \_\_\_\_\_ Enclosed. Check is payable to: *Pinellas County BOCC*. Please return this form with payment no later than June 18<sup>th</sup> to:  
NAMP MARKETING WORKSHOP, PINELLAS COUNTY CULTURAL AFFAIRS, 13805 - 58<sup>th</sup> Street N., Suite 2-450, Clearwater, FL 33760.

The workshops are presented by the Pinellas County Cultural Affairs Department and sponsored by the Arts & Business Council of Americans for the Arts’ National Arts Marketing Project, and are made possible by a grant from the American Express Company.

The National Arts Marketing Project (NAMP) is funded by American Express and is a program of the Arts & Business Council, Americans for the Arts. NAMP helps art organizations across the U.S. strengthen and implement new marketing skills, audience development and increase earned income. Information provided to Pinellas County government, including email addresses and content, are subject to the broad provisions of the Florida Public Records Act, Florida Statutes Chapter 119 and may be subject to disclosure.