

Arts Sponsorship Seminar

The **Arts & Business Sponsorship Seminar** is specifically designed to raise understanding of sponsorship and give practical guidance to arts organisations on how best to go about obtaining and developing it.

The day is aimed at those who have no sponsorship experience as well as those who wish to refresh themselves of the fundamental principles and practice of this important area.

This one day seminar will be presented by Arts & Business Cymru.

VENUE: Eversheds LLP, 1 Callaghan Square, Cardiff CF10 5BT

DATE: Monday 20 September 2010, 10.00am – 4.00pm.

COST: £80.00 (+ VAT). 10% discount for members.

A buffet lunch and refreshments are included in the price and all delegates receive a comprehensive pack of information, including the presentation material and the Arts & Business Sponsorship Manual (normally sold at £15.00).

Agenda

Introduction to Arts Sponsorship

- Definition of sponsorship and how it is used by business
- The sponsorship market and recent trends
- Why businesses sponsor the arts

Five Point Plan for obtaining and developing sponsorship

- Assessing your organisation and its needs
- Developing packages for sponsorship
- Researching potential sponsors
- Writing proposals and making a successful approach
- Developing a good working relationship

Overview of Arts & Business Cymru

- A&B Cymru's role and development
- Summary of A&B Cymru's programmes and how to take advantage of them
- Applying for an A&B Cymru investment and maximising your chances of success.

How to book your place:

Please complete the form overleaf.

BOOKING FORM

To book a place on the course described above, please complete and return this form to:

Laura Varden, Arts & Business Cymru, 16 Museum Place, Cardiff, CF10 3BH.

Tel: 029 20303023

Email: cymru@artsandbusiness.org.uk

I would like to attend the A&B Cymru Sponsorship Seminar at Eversheds LLP.

Please state any specific dietary requirements _____

<i>Name</i>	
<i>Job Title</i>	
<i>Organisation</i>	
<i>Address</i>	
<i>Telephone</i>	
<i>Email</i>	
<i>Website</i>	
<i>Signature and date</i>	

Arts & Business will confirm all seminar places in writing.

Please note: We regret that we are unable to offer refunds for cancellations made within seven working days of the course.

A&B Cymru would like to thank Eversheds LLP for their assistance in organising this seminar.

You can find more information about Arts & Business at www.artsandbusiness.org.uk/cymru