



November 14, 2013

In This Issue:

Tips on Creating Successful Partnerships

Arts-Business Partnership Spotlight

5 Tips For Connecting With Your Network Over In-Kind Donations

Success Stories Webinar

Shop to Benefit the Arts: David Yurman Partners with Americans for the Arts

Power of Giving Arts Forum: Arts and the Millennial Generation

Building Bridges with Businesses Recap

What Do You Do When Your Young Patrons Get Older?

Links We Like

Want More?

ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

Tips on Creating Successful Partnerships

[IEG](#), a company that specializes in sponsorship consulting, valuation, measurement, and strategy, reports that, "Spending on the arts is growing at a healthy clip, but growth is tempered by the reluctance at many arts organizations to move beyond charitable donations in favor of true marketing partnerships." Top tips they list on [this helpful infographic](#) (free registration required) include that arts organizations need to move beyond a philanthropic mindset, and that arts organizations should offer partnerships, not just sponsorships.



**CREATING
PARTNERSHIPS**
WITH SMALL AND MIDSIZE BUSINESSES

Want to find out more about how you can develop arts-business partnerships? Check out our [free tool-kit on Creating Partnerships with Small and Midsize Business](#).

Arts-Business Partnership Spotlight

[Pen Parentis](#), a nonprofit literary organization, aims to build a community for writers who have children. Founded by author Milda M. DeVoe, the organization inspires and motivates parent-authors to stay creative after beginning a family. Outreach is conducted through a series of monthly literary salons, hosting notable authors (such as Pulitzer Prize winner Jennifer Egan) and spirited discussions, which have built a loyal audience of published writers, readers, editors, and agents.



When the organization first hosted events in a boutique hotel, the fit wasn't quite right. That hotel seemed mostly concerned that the organization boosted food and drink sales; meanwhile they continued to market the group as a "book club" rather than using the organization's preferred term, "salon." During this first, troubled, partnership, Toni Hinterstoisser, then general manager of the [Andaz Wall Street](#) hotel, courted Milda, encouraging her to host Pen Parentis salons at Andaz Wall Street. Toni and Milda frequently ran into one another while attending marketing and networking events held downtown. "When are you going to dump that other hotel chain and come over to us?" he would wheedle. "We love salons. We know what you are and what you need." As fortune would have it, the first hotel underwent renovations, making it impossible to continue hosting Pen Parentis events. Milda walked straight into the lobby of the Andaz Wall Street, requested the general manager's attention, and accepted his offer to host Pen Parentis events. With three authors already lined up to present, Toni and Milda formed an alliance based on a handshake agreement.

Andaz Wall Street, a Hyatt brand hotel, saw the sponsorship as a very practical exchange of needs and resources when they first partnered. The hotel aims to "bring the neighborhood to the guests and enrich the guest experience." Pen Parentis' programs help fulfill that mission, and that's why current general manager Jeffrey Miller continues to support the organization. Pen Parentis attracts a multitude of downtown writers and Wall Street locals, which Andaz loves. Andaz Director of Communications Megan Montenegro believes "brands can go right or wrong when attempting something inorganic to their mission." Because Pen Parentis' programs align with Andaz's brand, the hotel is happy to allocate resources for their events. As a result of this brand harmony, Pen Parentis programs have been able to expand, and in return, Milda has introduced Megan to downtown cultural councils and cultural leaders, allowing Andaz to expand its marketing outreach.

Because Pen Parentis has regularly scheduled monthly salons, the hotel is incentivized to market the events to their guests and "friends of the hotel." The general manager sends emails to patrons inviting them to Pen Parentis events. To further encourage attendance, Andaz markets Pen Parentis on social media platforms such as Twitter, Facebook, and Foursquare, and Andaz staff have live-tweeted salon discussions. The casual but intimate atmosphere of both the hotel and the salons encourages guests to build a relationship with Andaz, enhancing the hotel's brand.

[November's salon](#) focused on food writing, so Andaz prepared to host 45 Pen Parentis attendees at the Chef's Table, where the chef cooked select recipes from a featured book, *The Cassoulet Saved Our Marriage: True Tales of Food, Family, and How We Learn to Eat*, co-edited by Caroline

M. Grant, who conducted readings. With food at the centerpiece of the event, Andaz found a perfect way to further feature their business: guests enjoyed the creations of the hotel's talented chef, and the food enhanced the literary discussion. Megan Montenaro emphasizes, "When you partner with the right people, it's not hard to do the right events."

In return, Pen Parentis requests that visiting authors stay at the Andaz, as the hotel is much more than just a corporate sponsor of the salons. Milda states, "They are our heroes, and we look forward to continuing our partnership for many years to come."

Pen Parentis believes the partnership's best outcome has been adding businesspeople who work on Wall Street to their audience. In part because of Andaz's upscale location, culturally-savvy locals who are looking to upgrade their date night or post-work drink experience are attracted to the salons. One of these individuals happened to be a young lawyer from a law firm looking for a nonprofit to incubate. As a result of the partnership with Andaz, Pen Parentis developed a relationship with and received pro bono aid from that law firm, Milbank, Tweed, Hadley & McCloy LLP.

Pen Parentis and Andaz Wall Street are now entering the third year of their partnership, and they plan to continue it. Milda describes the hotel as "the most gracious, enthusiastic hosts imaginable, often providing unexpected treats for salon guests and panelists. Last May's authors and guests were treated to a four-course dinner at the Chef's Table. The more enthusiastic our hosts are, the more our audiences surge to the events. They are terrific because they understand and support what we do."

Do you have or know of an arts/business partnership you'd like us feature locally and/or nationally? [Send us your stories!](#)

5 Tips For Connecting With Your Network Over In-Kind Donations

[Rosie's Theatre Kids](#) was given a rare opportunity to advertise in Condé Nast publications at no cost to the organization. They had a chance to take full-page, color advertisements in some of the most-read publications in US, but had no marketing team to strategize placement, or copywriter and designer to create the ad. They needed to submit the advertisement within two weeks.



ABC/NY's Business Volunteers for the Arts® program connected Rosie's Theatre Kids with a skilled volunteer, Eleanore Hopper, who talks about her volunteer experience and offers tips for connecting with your network over in-kind donations in [this ARTSblog post](#).

We have a number of skilled professionals who can help *your* nonprofit arts organization. Please fill out an [application](#) with your project details and ABC/NY will work to make a match for you. To learn more about working with volunteers, please visit the [pARTnership Movement](#) website.

This program is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Success Stories Webinar

Join us on November 21 to learn from some of the companies honored at this year's [BCA 10](#) awards event for their exceptional partnerships with the arts. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from 2013 honorees about *why* they partner with the arts and learn *how* to create successful partnerships with businesses in *your* community.



Real stories from successful partnerships.

aetna

2013 BCA 10 Case Studies
Thursday, November 21, 2013
3:00 - 4:00 p.m.

FREE to Americans for the Arts members (all ABC/NY memberships have now been transferred to complimentary Americans for the Arts memberships valid through September, 2014). Your valid member email address will automatically direct you to the free registration option. If you have any questions about your membership status, please contact members@artsandbusiness-ny.org.

\$35.00 for non-members.

Memberships are priced as low as \$50 and include free webinars, access to professional member listservs and member networks, discounts on store purchases and event registrations, access to research and technical assistance, and more. [Join now](#) and save!

[REGISTER.](#)

Americans for the Arts thanks [Aetna](#) for its generous support of this program.

This webinar is presented in partnership with Americans for the Arts. This program is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Shop to Benefit the Arts: David Yurman Partners with Americans for the Arts

Giving back to community has always been important to sculptor David Yurman and his wife, Sybil, a painter. In 1980, the couple founded renowned jewelry company David

The logo for David Yurman, featuring the name 'DAVID YURMAN' in a white, serif, all-caps font centered within a solid black rectangular background.

DAVID YURMAN

Yurman and they have been dedicated to supporting causes close to their hearts ever since. This holiday season, David Yurman invites friends and customers to shop to benefit the arts through the "Beauty of Giving" program. Shop in David Yurman retail stores on Saturday, November 30th and online on Monday, December 2nd, and you can donate 10% of your purchase to support Americans for the Arts! Retail customers have the option to make their gift either in their name or in another's honor. On Cyber Monday, online shoppers will receive a complimentary corded rope bracelet in pink, citrine, or green while supplies last when placing an order at DavidYurman.com.

Power of Giving Arts Forum: Arts and the Millennial Generation



Widespread cuts to arts education over the past decade now mean we have an entire generation of young people with little exposure to the arts. Fewer members of the millennial generation go to the theater, concerts, dance performances, or operas. How can we, as funders and providers, encourage today's 20-somethings to become the future audiences, donors, volunteers, and leaders that arts groups need to survive?

Join us for a discussion that will look at ways to engage millennial audiences and how we can address this challenge.

Panelists include:

- Ben Cameron, program director for the arts, Doris Duke Charitable Foundation
- Sheetal Prajapati, associate educator of public programs, Museum of Modern Art
- Casey Reitz, executive director, Second Stage Theatre
- Steven Tartick, senior social media manager, SpotCo
- Kyle Young, vice president of digital strategy, SpotCo

Moderated by Frances A. Resheske, senior vice president of Public Affairs at Con Edison

Wednesday, November 20, 2013

8:30 - 10:30 a.m.

Con Edison Headquarters

4 Irving Place

New York, NY 10003

FREE

RSVP to powerofgiving@conEd.com with "Arts Millennial" in the subject line.

Hosted by: Con Edison, Second Stage Theatre, and Philanthropy New York

Con Edison is committed to improving the quality of life in the communities we serve. Hundreds of nonprofit organizations in our service area benefit from our funding, in-kind donations, volunteer efforts, and other strategic resources. For more information, visit conEd.com/partnerships.

Building Bridges with Businesses Recap

We've had a terrific response to our October 30 workshop, "Building Bridges with Businesses." This is a topic we plan to repeat, because there are so many great stories and so much that both arts organizations and members of the business community can learn from one another. For those who missed it, here's a brief recap:

The discussion took place at Playwrights Horizons and featured panelists Elena Ryabova, director for domestic programs, Battery Dance Company; Dan Nuxoll, program director, Rooftop Films; Lindsay



Miserandino, general manager, Rosie's Theater Kids; and Chavon Sutton, banker, JPMorgan Chase, and junior board member, Rosie's Theater Kids. The discussion was moderated by Bruce Whitacre, executive director, National Corporate Theatre Fund.

Each panelist shared stories about how their organizations have partnered with the business community to further programmatic goals. [Battery Dance Company](#) (BDC) found a major sponsor in Moody's after two Moody's Vice Presidents became board members. Moody's went on to print organizational brochures and execute design work for BDC, and the relationship continued to evolve and grow as Moody's sponsored BDC's Downtown Dance Festival and annual gala. BDC has been able to grow pro bono relationships with Moody's employees into deeper engagements, which have led to employee initiatives and cash contributions. BDC has developed and sustained relationships with Moody's employees both domestically and internationally by informing Moody's local offices when the dance company is traveling to their cities.

[Rooftop Films'](#) core audience is young, educated, media savvy, and has disposable income, and the organization offered a great opportunity for a sponsor seeking that kind of demographic. Rooftop Films' screenings attract up to 1,000 people, and all attendees who have purchased tickets are invited to an after party (Rooftop has several sponsorships in place with beer and alcohol companies, many arranged through marketing agencies). AT&T was interested in the widespread reach Rooftop Films boasted throughout the boroughs and in their desirable demographic, so AT&T became a sponsor of Rooftop Films' screenings. The partnership grew to include artist development and support, further enhancing Rooftop's mission to engage and inspire diverse communities by showing movies in outdoor locations, producing new films, teaching filmmaking to young people, and renting low-cost equipment to artists and nonprofits. Rooftop leveraged its board connections to make the AT&T connection at the right time and place for both organizations. Dan Nuxoll emphasized that business partners need to enhance the audience, rather than interfere with it, and that sponsorships should be tailored to specific audiences.

[Rosie's Theater Kids](#) (RTK) has partnered with [City Sandwich](#), a local shop that offers sandwiches "truly made from scratch with wonderful ingredients" and featuring what they call "ItaLisboNyorker" flavors. City Sandwich provides in-kind food donations to RTK students training in the nearby Marvel Arts Center and is now developing a "Rosie's sandwich" that will promote the organization to its customers. RTK relies heavily on business partnerships in terms of volunteers (many through ABC/NY's Business Volunteers for the Arts®), mentor days (individuals from JPMorgan Chase spend time with the students and remain available throughout the year for mentor-mentee contact), and junior council/junior board member events that fundraise for the organization. Chavon Sutton, a junior board member at RTK, discussed the impact of activating a young executive not yet at the C-suite level to act as a spokesperson for an organization. Chavon came to RTK as an event attendee, then evolved into a volunteer and a council member. She regularly brings senior-level colleagues to events, so they are more invested in the sponsorship proposals she creates on RTK's behalf.

Panelist Takeaways:

- Dan Nuxoll: Always keep up with your contacts for business partnership opportunities.
- Chavon Sutton: We're experiencing Sponsorship 2.0 post-2008. Nonprofits have to execute strategic and sustainable private sector partnerships.
- Elena Ryabova: Volunteerism generates word of mouth, which allows financial conversations to happen.
- Lindsay Miserandino: Activate local businesses for in-kind donations and partnership promotions, rather than cash donations.

To see the full conversation, follow ABC/NY on Twitter, [@ArtsBizNY](#), and Facebook, [Arts & Business Council of New York](#). We hope to see you at the next event!

What Do You Do When Your Young Patrons Get Older?

Techniques for attracting younger audiences are a common topic of discussion—and, of course, one of the most frequently used is the discount. But what happens when young patrons “graduate” from being young enough to qualify? How do you keep these young audience members that you’ve acquired through discounting and convert them into full-price ticket buyers? With [a thoughtful strategy](#), TLC, and [CRM](#)!



Links We Like

[10 Myths About Creativity You Need to Stop Believing Now](#)

Most people think creativity is divinely-inspired, unpredictable and bestowed on only a lucky few. There are a lot of popular myths about business creativity, yet none of them have much scientific evidence. A new study based on the latest research—“The Myths of Creativity,” by David Burkus—helps demystify what's behind the forces and processes that drive innovation.



[One Surprising Reason You Never Have Enough Time](#)

Hofstadter's law states that any task you're planning to complete will always take longer than expected—even when Hofstadter's law is taken into account. How can you become a [Time Management Ninja](#)?

[3 Ways to Set Goals You'll Actually Achieve](#)

How do you set goals you will actually meet? Here are three powerful steps. We think #3 is particularly useful!

Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page](#)!

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!). [@ArtsBizNY](#)

"The arts are essential to building strong communities and successful companies. Through the arts, we expand our horizons; we learn to communicate more effectively and to appreciate diverse ways of thinking—critical skills in today's world. The arts also help us think more creatively, which can lead us to greater innovation in our more technology-focused pursuits. Science, technology and business would be the poorer without the arts."

—Jim McNerney, Chairman, President and CEO, The Boeing Company

Please help us continue our work to facilitate and promote creative partnerships between arts and business—[make a tax-deductible contribution](#) today!

DONATE NOW