

Sponsorship Accelerator Program 2023

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1. About the program

Creative Partnerships Australia is working with Fit Brand & Partnerships to offer a Sponsorship Accelerator Program for three Australian arts and cultural organisations.

This is an opportunity for organisations with the desire to grow, amongst other things, business partnerships revenue in the coming years. The Sponsorship Accelerator Program provides the fundraiser and key stakeholders within the organisation with a macro view on what is limiting growth potential and where the opportunities may exist, whilst simultaneously building the skills of the fundraiser through participating in an on-demand Sponsorship Academy tailored specifically for arts and cultural fundraisers and 3 months of 1:1 coaching with Fit Brand & Partnerships.

Successful organisations will be supported with:

1. A bespoke 2-hour virtual Business Growth Diagnostic (BGD) workshop facilitated by Fit Brand and Partnerships.

The BGD is a facilitated growth exercise for key stakeholders that quickly brings organisational focus and alignment. The findings of the diagnostic are by no means absolute but will provide sufficient insights for you to then prioritise and scope corporate partnership or other growth opportunities with greater accuracy.

The workshop will help you determine:

- What success looks like for your organisation
- Where you are right now
- What are the barriers and opportunities to achieving desired growth

It is compulsory for selected organisations that participate in the workshop to have attendance by key decision makers from your organisation i.e., Directors, CEO, Board, Chair. Only people you identify will participate, being a total of 4-8 people per organisation. (If you are not able to assure this level of participation you will not be eligible).

2. Participation by the fundraiser in Fit Sponsorship Academy which is an online learning program that teaches arts & cultural sponsorship practitioners a best practice end-to-end proven process to acquire meaningful corporate partners.
3. Three months coaching (fortnightly) with a member of Fit Brand and Partnerships to support the fundraiser in practically applying what they have learnt through the Academy.

What are the benefits of participation?

A clear understanding and internal alignment on the challenges and opportunities in growing 3rd party revenue for your organisation, a view of the best path to take moving forward, and practical training and support to help reach your stated growth objectives.

2. Eligibility criteria

The Sponsorship Accelerator Program 2023 is for arts and cultural organisations operating in Australia.

To be eligible, applicants must demonstrate that they:

- Have an existing strategy or plan to secure business partnerships
- Have a dedicated fundraiser who works to secure partnerships and other private support
- Are a legally constituted entity (with an ABN)
- Are registered as a not-for-profit organisation, as defined by the Australian Taxation Office (ATO)
- Are based in Australia and are carrying out the majority of their arts activity within Australia
- Are operating with the primary purpose of providing arts and cultural opportunities for Australian artists and audiences.

Applicants that have previously received funding from Creative Partnerships Australia must have met all existing acquittal and reporting requirements, including the Australian Cultural Fund, to be eligible for the Sponsorship Accelerator Program.

Please note that all successful applicants will need to meet the National Framework for Protecting Australia's Children 2009-2020. More information regarding the framework can be found [here](#).

3. Program stages

Stage 1 | EOIs open

EOIs open: Thursday 16th February 2023, 12pm AEDT

EOIs close: Thursday 16th March 2023, 5pm AEDT

You can get started on your EOI [here](#). Your EOI can be saved and edited at any time until the EOI deadline. Once submitted, you cannot make further edits or amendments.

All expressions of interest (EOI) must include:

- An outline of your organisation's primary purpose
- Information of your current levels of private sector support including partnerships income
- How does your organisation work together to support and grow partnerships
- An outline of why you think this opportunity is right for your organisation at this time
- A short bio (Including a link to a LinkedIn profile) of your fundraiser who will be participating listing their experience
- Letters of support from your CEO and Chair as attachments.

Stage 2 | Assessment

Assessment: March 2023

Applicants notified of the outcome of their submission: Mid-March 2023

Final decisions will be made by Creative Partnerships Australia and Fit Brand & Partnerships.

Stage 3 | Implementation

The BGD Workshop will take place at a negotiated time during April or May 2022. The Workshop is approximately 2 hours in length and will take place via Zoom.

The sponsorship academy training can start immediately upon acceptance of your submission and along with the 3-month coaching should be completed no later than 30th June.

The BGD workshop will be run in parallel to the Academy training but be completed before the final 2 months of coaching to ensure optimum leverage of both the training and coaching.

Stage 4 | Acquittal

Recipients are required to report on the progress and results of their Sponsorship Accelerator Program. A template will be provided to the recipient to remit during and at the end of the process.

4. How to apply

Before you submit your EOI, read these guidelines thoroughly and contact our programs staff with any questions. To start your application, click [here](#).

Our programs staff are here to help, too. If you have any questions about the program, please [get in touch](#) with us!

5. Contacts

Programs team

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creative partnerships australia

Connect with us: [!\[\]\(8af806fb1314382d09bc5ec5b767526c_img.jpg\)](#) [!\[\]\(e640e0608cc7d5ca49cf1ad6b9b82bbd_img.jpg\)](#) [!\[\]\(92b03d1f12d69c4f54507e4fc2d5d7f3_img.jpg\)](#)

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