

A.R.T.S.

ARTS RESOURCES TO SHARE • RESOURCES FOR THE ARTS ORGANIZATION FROM THE OKLAHOMA ARTS COUNCIL

OKLAHOMA ARTS COUNCIL LAUNCHES WEB CALENDAR OF EVENTS "ARTS OVER OKLAHOMA"

The Oklahoma Arts Council announces the launch of a Web-based cultural calendar developed by a consortium of six state arts agencies, the National Assembly of State Arts Agencies, Carnegie Mellon University and Arts Wire. This new tool was designed to promote the visibility of the state's cultural offerings, to stimulate cultural tourism, and to provide arts and cultural organizations with an important and cost-effective marketing aid. Cultural consumers will be able to plan and participate in arts events in their communities, elsewhere in the state, and even nationally.

To use the calendar, go to www.state.ok.us/~arts/where.html and then to "Calendar of Events" or go to www.ok.artscal.org/ to access the calendar directly. Users are allowed to interact with a database of arts events, searching by location, date or art form through a simple and user-friendly database interface. If you don't have a computer or Internet connection, we recommend that you visit your local library or school. The calendar is new and arts organizations are entering their own activities online so check back often as more events are added. Cultural organizations can register on the site and fill out an easy-to-use form to add events to the calendar. The system produces descriptions of cultural offerings and can provide contact information, pricing information and links to the event sponsors' Web site.

ARTS ENDOWMENT ANNOUNCES NEW WEB SITE RESOURCE FEATURING FEDERAL FUNDING OPPORTUNITIES

The National Endowment for the Arts has announced the addition of "Cultural Funding: Federal Opportunities" to the Endowment's Web site. The Web site address is www.arts.gov/federal.html. This important new feature will assist nonprofit arts organizations in identifying potential federal support for cultural programs and local access points for that support. Listings of federal agencies with a history of funding arts-related projects, descriptions of these projects, links, reference tools and tips on navigating specific federal funding sources are included as part of the resource. Over 100 federal programs and 170 project examples are cited.

The National Endowment for the Arts produced this resource to provide the nonprofit arts world with a representative sampling of arts programs across the country that have been supported by federal dollars at the national, regional, state and local levels and to identify the federal program that made support possible. With block grants and the devolution of federal programs to state and local government, the challenge for many arts organizations is to identify the entry point within a state and/or local government for program funds. This new resource helps demystify the process.

Self-Help Corner

What is sponsorship? Sponsorship is not philanthropy or donations. It is partnering with business or corporate sponsors who give to your organization in return for marketing benefits. You can add to your bottom line by securing sponsors for your event, venue or organization and providing them with the benefits they are looking for—generally increased sales. So, get creative when considering what partner or product would be a good fit with your mission, goals or activities and go after them!

Develop a successful plan. Sponsorship is considered a non-traditional form of advertising. You may offer a sponsor a number of benefits such as a certain number of times that their name or logo will be seen/heard, an opportunity to meet your patrons (hospitality rooms are popular) or a discounted ticket promotion with proof of purchase of their product. Whatever you decide, offer it in return for organizational needs whether it be dollars for special events, services such as advertising, or product for your event. Also, don't rule out multiple sponsors.

Develop a successful strategy. Local businesses are good prospects, particularly if they have already sponsored something. They may also be easier to approach and work with if they are familiar with your event or organization. As an example for a corporate sponsor, look for a company with new products available in your area or products being sold at your event. Meet with the area marketing or advertising representative, put a package of benefits together, price it (don't hesitate to call your peers in other organizations and share information), and present the proposal to your potential sponsor. Always try to meet with them and be sure to listen. You might pick up

clues about benefits they are interested in, benefits they can provide you, and future plans.

Keep the door open for next year.

At the end of the sponsorship, show your appreciation to the sponsor and provide documentation on meeting or exceeding the proposal.

To obtain additional information.

One source for sponsorship training and consulting is The Sponsorship Network at www.sponsorshipnetwork.com or call 716.831.0873.

Note: The IRS has published new proposed regulations on this subject which can be found on their Web site at www.irs.ustreas.gov/tax_regs/regslst.html or call the American Arts Alliance at 202.289.1776 for a copy.

Tax Laws and Lobbying

The National Assembly of State Arts Agencies announced that the recent edition of The NASAA Advocate, "Advocacy by Arts Organizations: Tax Laws and Lobbying," is available to the public, free of charge, as a PDF file. Download the publication at www.nasaa-arts.org/new/nasaa/nasaanews/tax_lobby.shtml or contact the NASAA office at 202.347.6352 to order a printed copy.

For more information about nonprofit lobbying, see Charity Lobbying in the Public Interest at www.indepsec.org/clpi/index.html, a project of Independent Sector.

**-Notice-
New NEA web address:
<http://www.arts.gov>**

(Old address of
<http://arts.endow.gov>
continues to work also).

Conferences

Americans for the Arts Annual Convention 2000, June 10-13, 2000, The Regal Biltmore Hotel, Los Angeles, CA
Convention topics include: building the next generation of arts leaders, mobilizing local arts education, exploring the future of the local arts agency movement, building creative/strategic alliances, e-commerce, technology, etc.
For information, see www.artsusa.org/upcoming/Nat_Conv/con_2k.html or call Americans for the Arts at 202.371.2830.

Museums, Libraries & Archives: Summer Institute for Knowledge Sharing, Los Angeles, CA, July 31-August 4, 2000 – This five-day course provides a forum for intensive exploration of theoretical and practical applications in the fields of information management and knowledge-sharing by museums, libraries, archives, and other cultural heritage institutions. For information call Cynthia Scott, University of California, Los Angeles, 310.825.6880 or see <http://dlis.gseis.ucla.edu/si>

Midwest Arts Conference, Austin, TX, September 14-16, 2000 – This booking and education conference for the performing arts serves presenters primarily from the central United States, including Oklahoma, with artist and agent attendees from all over the United States, Canada, Mexico, South America, and Europe. Contact Arts Midwest at 612.341.0755 or see www.artsmidwest.org/machome.htm

Hard Copy

The Foundation Center's Guide to Proposal Writing—Guides you through the entire grant-writing process, from pre-proposal planning, to the writing itself, to the post-grant follow-up. Available from

The Foundation Center, 79 Fifth Avenue, Dept. HQ, New York, NY 10003-3076, 800.424.9836 or <http://fdncenter.org/marketplace/catalog/gpw.html>

Directory of Operating Grants—

Operating grants are not restricted to a specified project or set of activities. They can support the ongoing operating expenses of an organization. Operating grants can underwrite salaries, rent, mortgage payments, utilities, office supplies, and other overhead expenses. Available from Research Grant Guides, Inc., P. O. Box 1214, Loxahatchee, FL 33470.

Resource Development Handbook: Untapped Public Funding for the Arts—

Describes over 40 funding mechanisms and programs being used by communities of all sizes to diversify their base of support for the arts and use the arts as change-agents to address social, economic and educational issues. Available from Americans for the Arts Books, c/o Whitehurst and Clark, 100 Newfield Avenue, Edison, NJ 08837 (800.321.4510, ext. 241) or at www.artsusa.org/publications/w99resdev.html

Web Connection—Qtrly. Highlights

www.moma.org/collection/conservation—The Museum of Modern Art illustrates the research and restoration processes used in preserving works in its collection.

www.wowmuseum.org—When backers of Women of the West Museum couldn't raise enough money for a building, they opened an online museum.

www.openstudio.org/info-url1597/info-url_list.htm?section_attrib=502—Open Studio has compiled the best arts clearinghouses for Internet users who want to find any and every arts site on the Web.

A.R.T.S. editor: Marla Clark
A.R.T.S. designer: Bliss J. Butler
Published by the Oklahoma Arts Council
as authorized by Betty Price, Executive Director
Quik Print has printed 500 copies of this
publication at a cost of \$96.01

Copies have been deposited with the Publications Clearinghouse
of the Oklahoma Department of Libraries.



P.O. Box 52001-2001
OKLAHOMA CITY, OK 73152-2001
405.521.2931
TDD 405.521.2931

NONPROFIT ORG.
U.S. POSTAGE
PAID
OKLA. CITY, OKLA.
PERMIT NO. 1462

ARTS RESOURCES TO SHARE • RESOURCES FOR THE ARTS ORGANIZATION FROM THE OKLAHOMA ARTS COUNCIL

\$\$ Sources

Creative Links: Positive Alternatives for Youth—This new NEA funding initiative supports partnerships between arts organizations and community groups for artists' residencies that provide positive alternatives for youth.

Deadline: June 1, 2000

Information: Call 202.682.5700 or see www.arts.gov/guide/CL00/Clindex.html

Arts Presenters' Dance Travel Assistance Program—To help support travel by performing arts presenters to see performances and residencies of U.S.-based dance troupes for the first time, or to see repertoire not previously viewed.

Deadlines: May 19, 2000 for travel 7/1 to 10/31/2000 and August 11, 2000, for travel 10/1/2000 to 3/30/2001.

Information: Huong Vu, Association of Performing Arts Presenters, 202.833.2787 www.artspresenters.org/funding/index.html

SOS! 2000 (Save Outdoor Sculpture! 2000)—SOS! is a joint project of the Smithsonian American Art Museum and Heritage Preservation. With generous support from Target Stores and the NEA, SOS! is offering funding to support professional assessment and treatment of outdoor sculpture.

The Assessment Award provides up to \$850 for a condition assessment by a conservation professional. The awards are noncompetitive and available on a first-come, first-served basis.

Postmark deadline: November 15, 2000

The Conservation Treatment Award applicants may apply for half of the total cost for treatment up to \$40,000.

Postmark deadline: November 30, 2000

Information: Call 888.767.7285 or see <http://arts.endow.gov/partner/MillenniumC.html>