



For Immediate Release  
14 June 2017

## **Kingston Arts Council presents professional development workshop on arts sponsorship**

PLATFORM is a professional development workshop series from the Kingston Arts Council (KAC), designed to help the creative community grow its skills and make new connections. The third workshop in the PLATFORM series focuses on arts sponsorship. Toronto-based fundraising professional Alicia Rose will deliver an informative and practical workshop about the world of corporate sponsorship.

This workshop is designed for organizations and individuals that are interested in learning about corporate sponsorship and particularly, the art of effective prospecting. During the workshop participants will learn how to successfully approach sponsorship opportunities, how to create an active prospect list and how to secure meetings with potential donors. There will be ample opportunities to ask questions and to apply the skills learned during a hands-on activity.

“Sponsorship of the arts can be a valuable way for companies to engage with the public and can be instrumental in helping arts organizations and projects,” says Danika Lochhead, Executive Director, Kingston Arts Council. “This workshop will go beyond the basics of corporate sponsorship and support our arts community with important tools and resources to help them form strategic partnerships with the business community.”

### Event Details

**When:** Saturday 8 July 2017, 1–4 pm

**Where:** The Sanctuary, 221 Queen Street, Kingston, ON

**Cost:** \$10

**RSVP:** Registration required. Email [info@artskingston.ca](mailto:info@artskingston.ca), call 613-546-2787 or [register online](#).

Note The Sanctuary is not an accessible venue. Please contact KAC staff to discuss possible arrangements.

Alicia Rose has more than 12 years experience working in fundraising in the arts and nonprofit sectors. Alicia has held positions at Framework, Business for the Arts, Pathways to Education, Harbourfront Centre, and co-founded the non-profit organization Inspire Together. She is a graduate of the School for Social Entrepreneurs – Ontario and DiverseCity Fellowship programs. She currently sits on the Board of Directors for Cultural Pluralism in the Arts Movement Ontario and works as Manager, Community Investment Program for Greater Toronto Airport Authority where she leads strategic community investment and community partnership opportunities.

### **About the Kingston Arts Council**

The Kingston Arts Council (KAC) is the region's primary arts information resource, advocating for and supporting artists while fostering community. Through communications, programming, and advocacy, the KAC promotes the creation, development, and appreciation of the arts in Kingston and supports artistic growth and engagement for arts organizations and artists at all levels of their careers. The KAC also administers key funding programs, the City of Kingston Arts Fund (CKAF) and the Nan Yeomans Grant for Artistic Development. [www.artskingston.ca](http://www.artskingston.ca)

-30-

For more information, please contact the Kingston Arts Council at [info@artskingston.ca](mailto:info@artskingston.ca) or 613-546-2787.