

MINUTES
Advocacy Committee
Orange County Arts and Cultural Affairs Advisory Council
Marco Training Room, IOC 1,
450 E. South St., Orlando, FL 32801
Thursday, Sept. 5, 2019, 6 p.m.



Present: Keith Smith, Chair*; Scott Evans; Betsy Gwinn; Hal Kantor; RK Kelley; Vicki Landon; Becky Roper; Rick Schell; Sara Segal; Sara Van Arsdel; Rae Ward; Theo Webster*

Missing: Cecelia Bonifay*; Dan Calleja; Ena Heller; Jennifer Quigley; Joshua Vickery

Staff: Terry Olson; Trudy Wild, *United Arts of Central Florida*

- 1. Welcome, Introductions and Public Comment:** Chair Keith Smith called the meeting to order at 6:10 p.m. and asked for public comment. There was none.
- 2. Approval of Minutes[†]**
Upon a motion by Betsy Gwinn and second by Sara Van Arsdel, the minutes of the August 15, 2019 meeting were unanimously approved.
- 3. Old Business**
Chair Smith summed up the various areas of interest that the committee had approached so far, including upcoming guest speakers to help continue the information gathering work currently in progress for statewide advocacy positioning.
 - Discussion regarding partnership with the Sustainability Committee to leverage research being conducted to determine what local arts organizations require to be sustainable.
 - Committee expressed interest in identifying comparable cities for us to benchmark against. Importance of identifying what standards we want to benchmark against.
- 4. New Business**
Faron Kelley, executive board member with the Greater Orlando Sports Commission, made a presentation on sponsorships and the lessons that the arts can learn from sports. A desire for more data was expressed that would give a more holistic look at the arts in our community. Cumulative statistics for spending, attendance (total and tourists), and education were three areas of concern.
- 5. Adjourn:** Keith Smith adjourned the meeting at 7:35 p.m.

Next meeting:

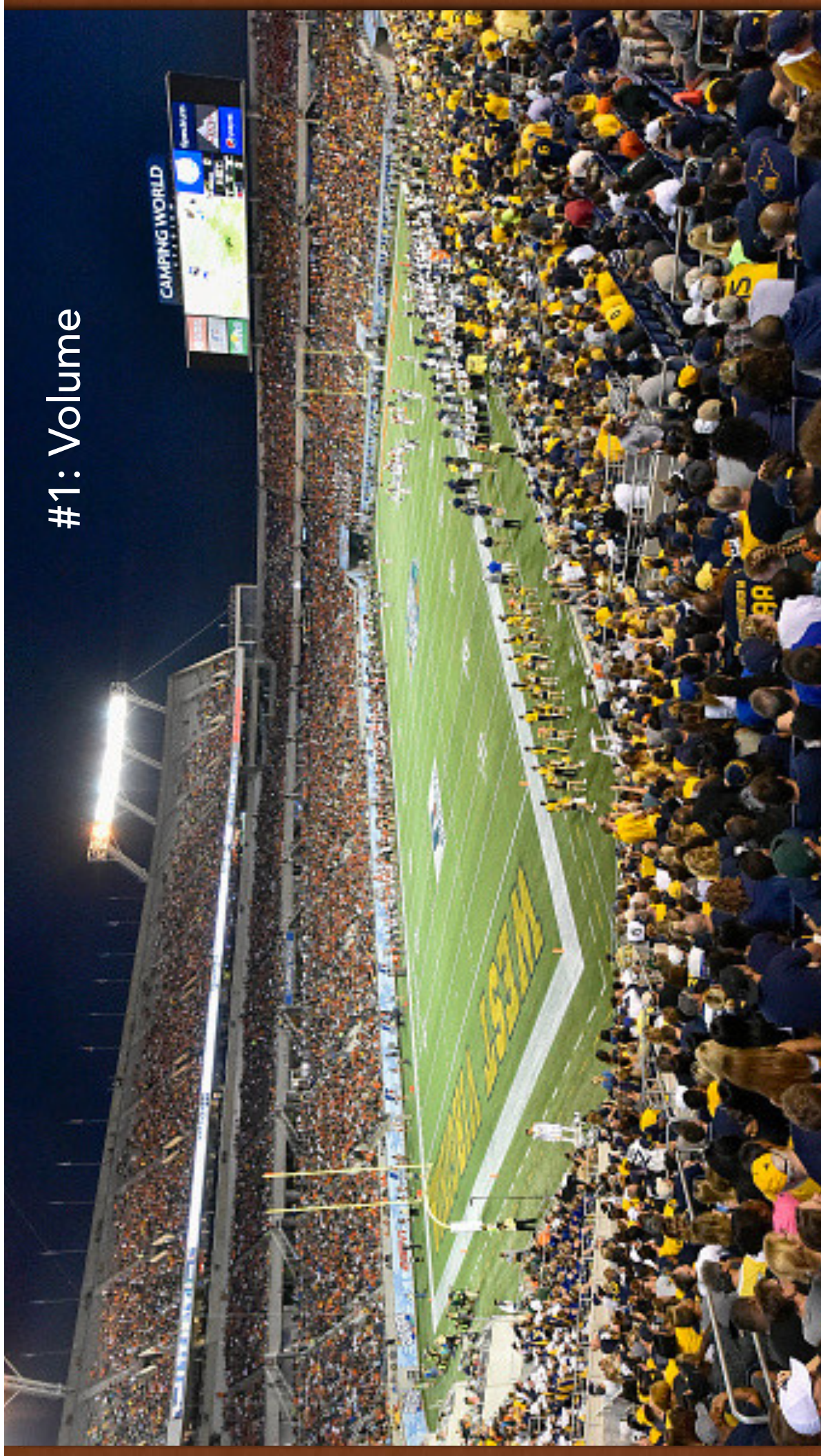
- **Advocacy Committee** – Thursday, Oct. 3, 2019, 9:30 a.m., Room 105, OC Administration Center

WHAT ARTS CAN LEARN FROM

SPORTS
SPONSORSHIPS

**"WHY DOES SPORTS
GET ALL THE MONEY?"**

#1: Volume



#2: Everything is for sale



#3: Seriously...everything.



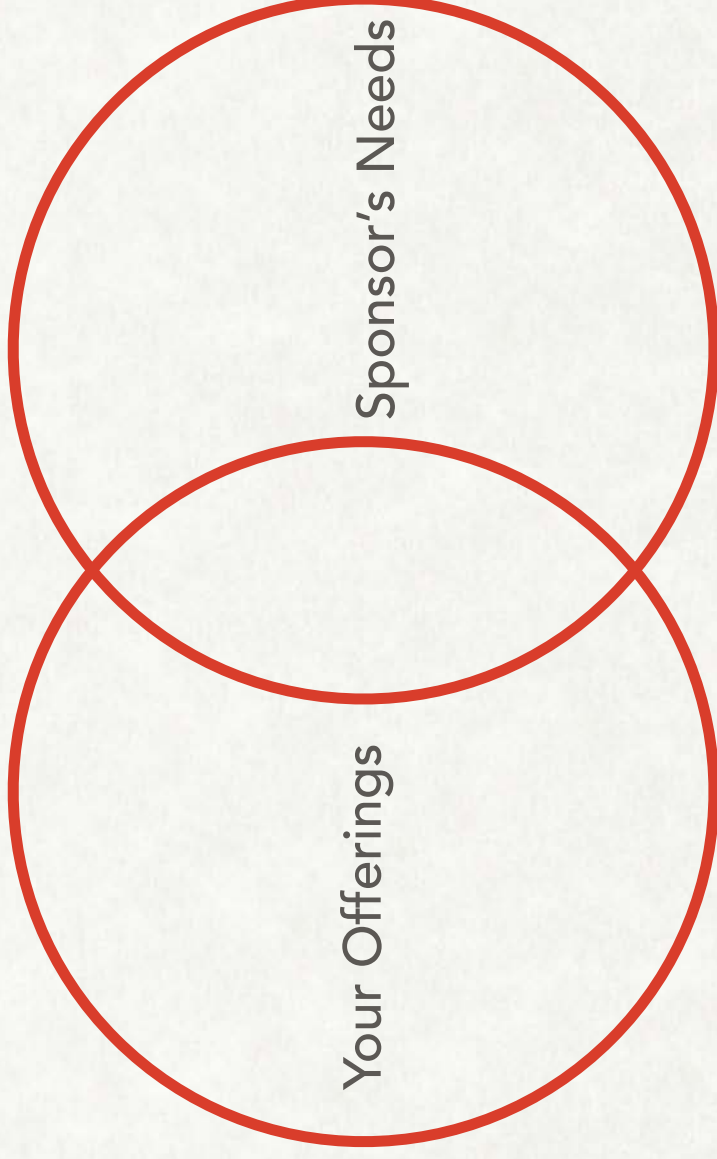
SO HOW DO YOU COMPETE?

WIIIFM*

*WHAT'S IN IT FOR ME?

THE SWEET SPOT

FIND OUT WHAT THEY NEED AND MATCH IT WITH WHAT YOU OFFER



QUALITY V. QUANTITY

DON'T COMPETE ON TRPS, GRPS, IMPRESSIONS....

Offer immersive engagement
Category exclusivity
Product trial/Sampling
Bundling

THERE IS MORE THAN MONEY...

TYPES OF SPONSORSHIPS

1. Money
2. VIK
3. Brand Association/Halo effect
4. Marketing/Reach
5. All of the above

ASK YOURSELF, “WHAT WOULD WE NEVER DO?”
AND THEN WORK BACKWARDS

- NBA sold the jerseys
- MLB sold the bases
- Everyone sold step & repeat backdrops



If you can't beat 'em, invite 'em.

