



Sponsorship Positioning Tool

APAP Sponsorship Positioning Tool

Beyond the Tax Benefit: Repositioning Arts Sponsorship for Strategic ROI

In today's changed federal landscape, the tried-and-true tools for corporate sponsorship still work, but they now require sharper framing, deeper alignment, and stronger amplification to deliver the same results. The need for meaningful partnerships between businesses and the arts is greater than ever.

This toolkit is designed to help APAP members with tools and messaging to retain and grow corporate partnerships in a new funding landscape shaped broad federal government shifts including H.R. 1.

- Understand how H.R. 1 has reshaped the corporate giving environment
- Identify the new motivations driving sponsorship decisions
- Reframe their language, metrics, and strategies to retain and grow corporate support

Whether you're refining your pitch, engaging new prospects, or reporting on sponsor impact, the tools that follow offer practical, customizable starting points to lead with value.

H.R. 1 reshaped the incentives that once underpinned traditional corporate giving, particularly for mid-sized businesses. With the new 1% AGI floor, many sponsors will no longer view philanthropy as a tax strategy. But civic impact, workforce well-being, and brand visibility remain strong motivators.

This toolkit helps you reframe and reposition your organization as a civic partner, not just a grantee.

SPONSOR MOTIVATION TOOL

Outlines what drives different types of corporate partners post-H.R. 1:

Enterprise CSR teams

- Prioritize employee wellness, DEI, and local impact
- Look for measurable outcomes and internal activation opportunities (e.g., employee volunteerism, wellness alignment)

Local/regional businesses

- Care about visibility, customer loyalty, and community anchoring
- Seek recognition at public events, in local media, and through peer associations

Industry-specific brands (health, hospitality, energy, finance)

- Seek alignment with public narratives around inclusion, innovation, and social license
- E.g., healthcare may fund arts and wellness; tourism brands may focus on cultural destinations

Startup and growth-stage companies

- Want buzz and audience reach with minimal overhead
- Prefer plug-and-play sponsorships with community roots

Franchise owners/national brands with local outlets

- Need flexible, localized exposure that enhances national brand affinity
 - Value visibility in neighborhood-centered programming
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SPONSORSHIP REFRAME MESSAGE MATRIX

Reframe sponsorship language using civic, economic, and workforce-aligned framing:

Scarcity Mindset Language	Why Arts Matter (Reframed Message)
Support our season	Invest in local resilience, civic renewal, and transformative storytelling power
Your logo on our banner	Reach 10,000+ diverse attendees and 500 families through trusted, community-routed visibility and digital exposure
Fund our youth program	Position your brand as a champion of education mobility, youth opportunity, and next-gen leadership development

Sponsor our gala	Showcase your leadership in economic inclusion, creative workforce growth, and a celebration of local impact
Help us keep the lights on	Sustain essential civic infrastructure that brings communities together and revitalizes local economies
Support our tour	Extend your brand's reach across key regional markets, legislative districts, and hundreds of local communities

IMPACT REPORTING TEMPLATES

These templates help you demonstrate impact across multiple dimensions that matter to CSR and marketing teams. Use these categories as a reporting checklist or to build sponsor-specific post-engagement summaries.

Audience Data

- *What it shows:* Who sponsors are reaching
- *Metrics:* Attendance, ticket sales, demographics, new audience growth
- *Where to find:* CRM, surveys, ticketing platforms
- *Presentation:* Charts, aligned with sponsor audience profiles

Press Mentions & Social Reach

- *What it shows:* Brand visibility
- *Metrics:* Media hits, social impressions, estimated ad value
- *Where to find:* Google Alerts, Meltwater, Sprout
- *Presentation:* Media deck or infographic

Economic Impact Stats

- *What it shows:* Broader community ROI
- *Metrics:* Local business revenue, job creation, hotel/tourism
- *Where to find:* Tourism boards, AFTA calculators, chambers
- *Presentation:* Mini case study or infographics

Sponsor Employee Participation

- *What it shows:* Internal engagement, culture-building, authenticity
- *Metrics:* Volunteer hours, employee feedback, photos of engagement/activation
- *Where to find:* Post-event sponsor surveys, interviews
- *Presentation:* One-pager or testimonials sheet

Community Feedback & Testimonials

- *What it shows:* Story-driven impact
- *Metrics:* Quotes, public praise, participant testimonials/outcomes

- *Where to find:* Surveys, community interviews, video booths
 - *Presentation:* Quote tiles, highlight reels, summary sheets
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PROSPECT SEGMENTATION TOOL

How to identify and prioritize corporate partners with the strongest fit:

Geography

- Target businesses in your highest-impact regions
- Consider local HQs or regional divisions
- *Find info:* Business directories, LinkedIn, local media

Relevant Local Dynamics

- Align with civic priorities: revitalization, workforce development, infrastructure
- Identify companies active in these movements
- *Find info:* City council plans, economic development agencies, media

Industry Relevance

- Match program outcomes to sector goals: wellness, tourism, place-branding
- Target companies whose customers mirror your audiences
- *Find info:* Chamber of Commerce, trade groups, sponsor websites

CSR History

- Research past support for the arts, DEI, education
- Use press coverage and philanthropy databases
- *Find info:* 990s, Foundation Directory, media archives

Alignment with APAP Messaging Pillars

- *Belonging:* Funders focused on inclusion and community trust
- *Resilience:* Brands addressing youth, trauma, and recovery
- *Economic Strength:* Partners in workforce and innovation
- *Find info:* Mission statements, press, CSR disclosures