

**CollaborACTION: Arts Marketing, Sponsorship, and Fundraising Strategies that Work!**  
**NATIONAL ARTS MARKETING PROJECT 2009 CONFERENCE**  
**PROVIDENCE, OCTOBER 31-NOVEMBER 2, 2009**



**2009 SCHOLARSHIP APPLICATION FORM**

*Americans for the Arts* is pleased to offer two types of scholarships to arts leaders throughout the country to assist them in participating in the National Arts Marketing Project 2009 Conference. The purpose of these scholarships is to provide assistance for arts professionals to attend the conference to network with peers and share strategies for success.

**EMERGING LEADER SCHOLARSHIPS:** These scholarships are available to young professionals developing careers in arts management. Americans for the Arts defines an emerging leader as an arts professional 35 years of age or younger OR with five years or less experience in the field. These scholarships cover the cost of the conference registration, roundtrip transportation to and from the conference via air or train (to be determined by Americans for the Arts), and up to three nights' accommodations at the conference hotel.

**UNDERSERVED COMMUNITY SCHOLARSHIPS:** These scholarships are available to arts leaders working in underserved communities. These scholarships cover the cost of the conference registration, roundtrip transportation to and from the conference via air or train (to be determined by Americans for the Arts), and up to three nights' accommodations at the conference hotel.

**Eligibility**

To qualify for any of the Americans for the Arts scholarships, you must:

1. Be a member in good standing of Americans for the Arts or work for an organization that is a current organizational member of Americans for the Arts.
2. Complete and submit the attached application form by **July 26, 2009**.
3. Submit a copy of your resume.
4. Emerging Leader Scholarships applications require a statement of support from an immediate supervisor.
5. Submit a report within 30-days after the conference on what you learned or gained by attending. Final report must be received by November 30, 2009.

Scholarship recipients are selected on a competitive basis by a committee of Americans for the Arts staff and arts leaders. Announcements will be made by August 10, 2009. All additional costs for attending the pre-conference or conference are to be assumed by the scholarship recipient. The pre-conference is October 30, and will focus on sponsorship and pricing strategies.

**Restrictions**

- Conference scholarship funds may only be used to attend the National Arts Marketing Project Conference in Providence, October 31-November 2, 2009.
- Mode of roundtrip transportation to and from the conference and airline carriers will be determined by Americans for the Arts. Recipients must have access to airports services by major US airlines. No substitutions for air travel can be allowed.
- Americans for the Arts is unable to reimburse for air travel purchased by recipients.
- An individual may apply for all scholarships offered, but a maximum of one scholarship per individual will be awarded and only one scholarship per organization will be awarded.

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For more information on the National Arts Marketing Project 2009 Conference, please visit our website at [ArtsMarketing.org/conference](http://ArtsMarketing.org/conference). For questions regarding scholarships, please contact Alison Schwartz by e-mail at [aschwartz@artsusa.org](mailto:aschwartz@artsusa.org) or by telephone at 212.223.2787.

**Americans for the Arts thanks the National Endowment for the Arts for its generous support of the 2009 National Arts Marketing Project Conference scholarships.**



NATIONAL  
ENDOWMENT  
FOR THE ARTS

A great nation  
deserves great art.



National Arts Marketing Project is a program of Americans for the Arts.



2009 SCHOLARSHIP APPLICATION FORM

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**APPLICANT INFORMATION**

NAME: \_\_\_\_\_ AMERICANS FOR THE ARTS ID# \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**WHICH SCHOLARSHIP ARE YOU APPLYING FOR?**

- Emerging Leader Scholarship (complete Attachments A & B)**  
*To qualify as an emerging leader, you must be 35 years old or younger, OR have five years or less of experience in the community arts field.*  
*Check one: under 35  - OR- less than 5 years in the field*
- Underserved Community Scholarship (complete Attachment A)**  
*We use the National Endowment for the Arts' definition of an underserved community: An underserved area or community is defined by geographic isolation and/or limited access to quality arts resources and programs due to economic conditions, ethnic background, language, disability, or age. Examples of communities may be as diverse as a neighborhood, a town or municipality, a county or multi-county area within or across state lines, or groups that share a common heritage or common issues.*

**CHECK THAT YOU HAVE:**

1.  Confirmed that you are or the organization you work for is a member of Americans for the Arts.
2.  Included a statement on how you will benefit from attending the conference.
3.  A commitment to cover all expenses beyond your scholarship.
4.  Signed the application.
5.  Attached a copy of your resume.
6.  Faxed the application by July 26, 2009 to Alison Schwartz at 212.980.4857.

**EMERGING LEADER SCHOLARSHIP ONLY:**

7.  Included a statement from your immediate supervisor (*Attachment B*).

APPLICANT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



2009 SCHOLARSHIP APPLICATION FORM

**ATTACHMENT A: (Scholarship Applicant to Complete)**

FULL NAME: \_\_\_\_\_

1. Have you attended a National Arts Marketing Project Conference before?

Yes  No  If yes, when? Year \_\_\_\_\_ City \_\_\_\_\_

2. Have you applied for a National Arts Marketing Project Conference scholarship before?

Yes  No

3. How many years have you been working in arts marketing or fundraising? \_\_\_\_\_

4. What single marketing topic do you believe would be the most useful for you to learn?  
(50 word limit)

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5. If you could make one change to the way you/your organization markets its products and services, what would it be? (150 word limit)

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6. In a separate document, write a 300-word statement articulating how you will benefit from attending the National Arts Marketing Project Conference.

7. What is the nearest major airport or train station to you?

8. Should you qualify for a NAMP Conference Scholarship, do you plan to attend the Pre-Conference on Friday, October 30, 2009? *Registration fees apply.*

Yes  No

**Application Deadline: July 26, 2009.**

Please fax your application to **FX: 212.980.4857 Attention: Alison Schwartz**. Make sure you itemize the total number of pages on your cover sheet to ensure your application has been received in its entirety. You will receive a confirmation email once your application has been processed.



**2009 SCHOLARSHIP APPLICATION FORM**

**ATTACHMENT B: (Applicant's Supervisor to Complete)**

**SUPERVISOR STATEMENT**

Applicant's Name: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_

Supervisor's Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Supervisor's Phone: \_\_\_\_\_

Supervisor's Statement on how the applicant will benefit from attending the National Arts Marketing Project 2009 Conference (*no more than 300 words; please attach another sheet if necessary*). For more information on the National Arts Marketing Project 2009 Conference, please visit <http://www.artsmarketing.org/conference>.

**SUPERVISOR'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_