

Module 4: Sustainable Finance and Sponsorship

Sponsorship: Tools to find a funding
opportunity

Module 4 : Sustainable Finance and Sponsorship

Unit 2	Sponsorship: Tools to find a funding opportunity
Topic 1	Search Engines
Topic 2	Government Grants
Topic 3	Crowdfunding Platforms
Topic 4	Grants Databases
Topic 5	Conclusion

Module: Learning Outcomes

Module 2- E-commerce

Introduction text: *Please write a short introduction text to the section, it should state what this section is about. It should be written in a motivating and appealing way. It should be addresses to the beneficiaries (migrants/refugees), meaning that you can also use the format of direct speech.*

Knowledge

Statements of what a learner knows:

Skills

Statements of what a learner understand:

Competences

Statements of what a learner is able to do on completion of a learning process:

Introductory video

Please provide here the script for the short video.

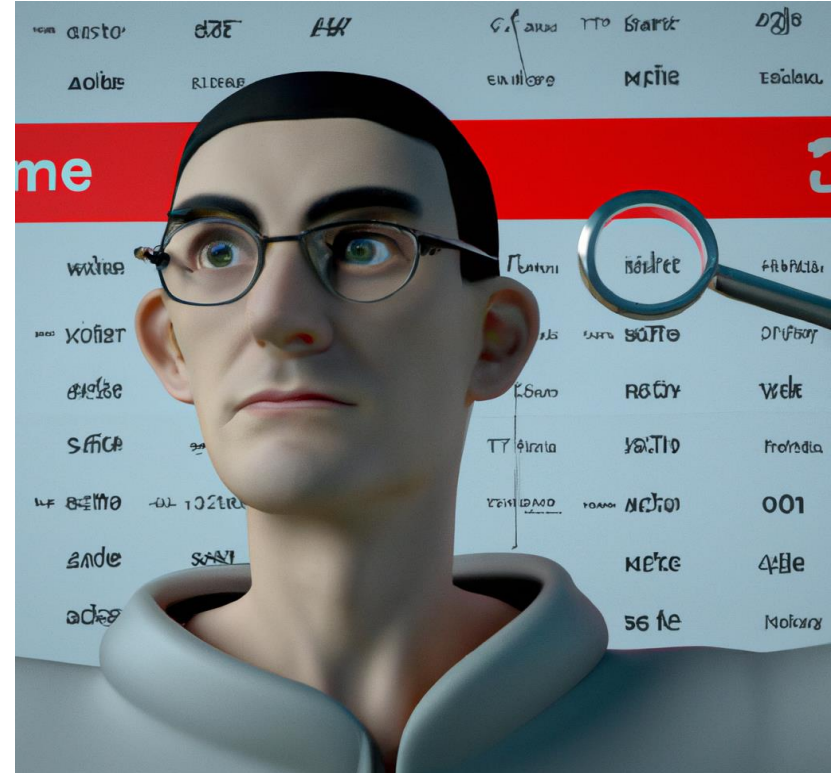
Build a successful funding program by understanding the key components of sponsorship and how to apply them to your organization. This course teaches you how to think strategically about sponsorships and how they can help bring financial viability to your organization.

- Finding the right funding opportunity can be a daunting task. Fortunately, there are a variety of tools available to help you find and apply for the funding you need. This presentation will provide an overview of the various tools available to help you find the right funding opportunity.
- In addition to providing an overview of the available tools, this presentation will also offer tips and strategies for finding the best funding opportunity for your project.

Unit 2: Tools to find a funding opportunity

Topic 1: Search Engines

- Search engines are an invaluable tool for finding funding opportunities. They allow you to search for specific keywords and phrases related to the type of funding you are looking for. Many search engines also offer advanced search options that allow you to narrow down your results.
- It is important to remember that search engines can be a double-edged sword. While they can provide a wealth of information, they can also be overwhelming. It is important to take the time to refine your search parameters in order to get the most relevant results.



Search Engines

The Search tool helps you to seek out grants, awards and other funding which may be relevant to your business

Keywords:

- Small Business Accelerator
- Small business funding
- Funding for women in craft sector
- Digitalisation in Craft Enterprises
- Sustainable Crafts



Topic 2: Government Grants

Government grants are a great way to find funding opportunities. Many governments have programs and initiatives designed to help fund projects in specific areas.



Examples of Government Grants


Creative Europe

Creative Europe is the EU's flagship programme providing specific support to the cultural and creative sectors. It seeks to develop all cultural sectors in Europe and protect Europe's shared cultural heritage, in particular by providing various funding opportunities aimed at co-creation, skills development, network and platform building, knowledge-sharing and mobility and distribution and promotion of content.

Total programme budget 2021-2027:

 EUR 2.44 billion


Sector:

 All cultural sectors


Type of organisation:


 All


Type of actions:

 Artistic and cultural mobility & residency;

 Artistic creation;


 Audience development;

 Developing business & management skills;

 Developing creative & technical skills;

Examples of Government Grants

Total programme budget 2021-2027:

 EUR 7.6 billion


Sector:

 All sectors

Type of organisation

 All

Type of actions:

 Digitalisation & new business models

- **Digital Europe Programme**
- The Digital Europe Programme (DIGITAL) is a new EU funding programme focused on bringing digital technology to businesses, citizens and public administrations.

Topic 3: Crowdfunding Platforms

- Crowdfunding platforms are a great way to find funding opportunities. These platforms allow you to create a project page and solicit donations from individuals and organizations.
- When using crowdfunding platforms, it is important to create a compelling project page and to use social media to promote your project. It is also important to be transparent and honest about the use of the funds and to thank donors for their contributions.



Examples of Crowdfunding Platforms

- **Kickstarter.com**
 - It is one of the most popular platforms in crowdfunding
 - They have specific filtering related to craft sector.
- Best for Small Businesses: **Fundable**
- Best for UK and Europe: **Crowdcube**



Topic 4: Grants Databases

- Grants databases are a great way to find funding opportunities. These databases allow you to search for grants by keyword, location, and other criteria. Many grants databases also provide detailed information about the grant, including eligibility requirements and application deadlines.
- When using grants databases, it is important to read through the information provided and to make sure that you meet all the requirements. It is also important to follow all the instructions and deadlines set by the granting agency.



Examples of Grants Databases

[Organizations such as Women in Craft and Craft Women International can provide access to sponsors and mentors. Additionally, many craft organizations offer sponsorship opportunities for women.](#)



- [Funding opportunities \(creative-lives.org\)](#)
- [Visual Arts - National Funders – WomenArts](#)
- [Craft Research Fund Project Grant | Center for Craft](#)
- [Funding Sources for Cultural Projects \(culturepartnership.eu\)](#)

Learning Activity 1: Title

Please provide here relevant practical tools and exercises for the specific section and elaborate a mini-toolkit (3-5 learning activities per module ideally –1 per unit). The following table provides a structure for the activities. Please describe each activity within the table. Provide additional materials for an activity as a list of links or as an annex (e.g. handouts, images, graphics, charts, presentations, games, mind-maps, videos etc.). The table is filled with one example.

Educational goal	Type of activity	Content	Additional materials
To understand the importance of planning strategies to find a funding	Individual exercise	As a crowdfunding campaign, it's critical to explain why you choose to crowdfund and the story behind your campaign to your audience. Within this scope, start by creating a solo page, often known as a lead capture page, to provide basic information about your small business	Planning Your Campaign Essential Guide – Indiegogo The Fundraiser's Guide to Successful Crowdfunding (2022) (shopify.com)

Evaluation

Question 1:

What is an important step to take when using search engines to find funding opportunities?

- a) Create a compelling project page
- b) Refine the search parameters
- c) Use social media to promote the project
- d) All of the above

Correct answer: d) All of the above

Question 2:

What is a great way to find funding opportunities?

- a) Search engines
- b) Crowdfunding platforms
- c) Family relations

Correct answer: a), b).

Question 3:

What are some important aspects to consider when using crowdfunding platforms?

- a) Creating complex financial projections for the project
- b) Keeping the use of funds private and not disclosing it to donors
- c) Using social media to promote the project and creating a compelling project page
- d) Avoiding interaction with donors and not acknowledging their contributions

Correct answer: c) Using social media to promote the project and create a compelling project page.

Question 4:

What are grants databases and how can they help in finding funding opportunities?

- a) Databases that store information about grant recipients
- b) Databases that provide detailed information about the granting agency's financial records
- c) Databases that allow searching for grants by keyword, location, and other criteria, and provide information about eligibility requirements and application deadlines
- d) Databases that offer tools for managing grant funds and expenses

Correct answer: c) Databases that allow searching for grants by keyword, location, and other criteria, and provide information about eligibility requirements and application deadlines

Summary

- In conclusion, there are a variety of tools available to help you find the right funding opportunity for your project. It is important to take the time to research the various tools and to find the one that best suits your needs. With the right tools and strategies, you can find the funding you need to make your project a success.
- Thank you for taking the time to learn more about the tools and strategies for finding funding opportunities. We hope you have found this lesson to be helpful and informative.

References

<https://culture.ec.europa.eu/creative-europe>

<https://learn.indiegogo.com/planning-your-campaign-essential-guide/>

<https://www.creative-lives.org/pages/category/funding-opportunities?Take=50>

<https://www.centerforcraft.org/recipient/janelle-dunlap>