



ARTS & BUSINESS COUNCIL OF GREATER NASHVILLE

PERISCOPE: ARTIST ENTREPRENEUR TRAINING

Nashville's community of artists and makers is growing at a rapid pace. As more artists shift away from traditional day jobs into creative enterprises, they face new challenges that come with running a small business. **The success of these arts businesses is critical to the growth of Nashville's creative economy.**

The Arts & Business Council has decade-long track record of teaching Nashville's arts community effective techniques to bolster business and expand the arts through seminars and sold-out intensive trainings. In 2014, the Arts & Business Council partnered with key organizations to launch **Periscope**, which provides **comprehensive small-business training** for high-caliber artists of all creative disciplines:



Periscope class members have found the experience transformative with one artist reporting that **"Periscope rerouted my brain and prompted me to think in a different way."** Another shared that the class **"was a game-changer for monetizing my creativity!"**

Notable Periscope alumni include: country artists **Carly Pearce** (2014) and **Tara Thompson** (2015), fashion designer **Amanda Valentine** (2014), Emmy Award™-winning filmmaker **Steven C. Knapp** (2014), Tennessee Women's Theatre Project's **Maryanna Clarke** (2016) and more.

Periscope: Artist Entrepreneur Training is valued at over \$1,200. Please help us continue to offer this program at an accessible tuition of only \$200 per artist for the whole experience. For more details, please contact Jill McMillan at 615-460-8276 or email jmcmillan@abcnashville.org.

SCHOLARSHIP SUPPORT – \$250

- Underwrites one artist's experience in *Periscope: Artist Entrepreneur Training*
- Recognition of your support with a printed listing in the program at the Periscope Pitch event in September 2018

PERISCOPE PATRON – \$1,000

- Arts & Business Council membership benefits at the *Partner* level (see abcnashville.org/business for details)
- Fully underwrites one artist's experience in *Periscope: Artist Entrepreneur Training*
- Opportunities to engage with your matched *Periscope* participant
- Four complimentary tickets to the Periscope Pitch event
- Name & logo placement on all event press, printed materials, and online marketing (10,000+ reach)
- Online promotions through partner networks (Entrepreneur Center, Nashville Chamber, Metro Arts)

PERISCOPE PITCH SPONSOR – \$2,500-\$5,000+

- Arts & Business Council membership benefits at the *Partner* level (see abcnashville.org/business for details)
- Award naming rights for one of the three Periscope Pitch cash prizes (i.e. People's Choice Award presented by X)
- Opportunity at the event for a company representative to present the award and take a photo with the artist
- Opportunities to engage with your winning *Periscope* participant
- Eight+ complimentary tickets to the Periscope Pitch event
- Prominent name & logo placement on all event promotion and press, printed materials, and online promotions
- Online promotions through partner networks (Entrepreneur Center, Nashville Chamber, Metro Arts)