

CULTIVATING CONNECTIONS: FROM INITIAL CONTACT TO LASTING COLLABORATIVE PARTERSHIPS

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Facilitated by Meg Rego, Levitt AMP Woonsocket & Victoria Bridenstine, Levitt Foundation



Speakers



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Levitt AMP Woonsocket



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PARTNERS vs. SPONSORS

Partners are integrally involved in producing or promoting your music series and play a role in making the series a success, beyond providing cash or in-kind support.

Sponsors provide cash and in-kind support. Sponsors help to establish community buy-in. When your community invests in your music series, there is greater potential for long-term sustainability.



COMMUNITY ENGAGEMENT

Create Inclusive Music Series

- Outreach in diverse communities
- Promote the series
- Encourage participation



PROGRAMMING SUPPORT



Artist Curation & Cultural Programming

- Curate diverse lineups to appeal to diverse demographics
- Curate programming to celebrate local culture & heritage

LAWN ACTIVATION

Create Atmosphere with Lawn Activation

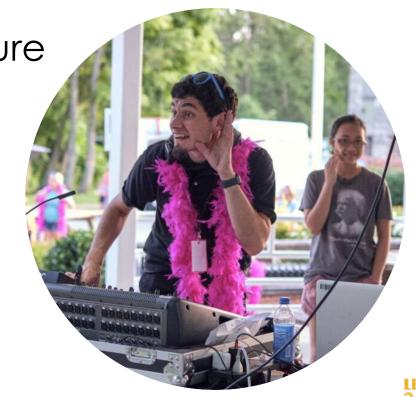
- Connect residents with resources, services, & opportunities
- Partner with diverse vendors representative of the community



RESOURCES & SUPPORT

Logistics & Infrastructure Support

- Venue
- Volunteers
- Tech Assistance
- Marketing & Promotion



COMMUNITY PARTNERS

Community partners will help strengthen **social bonding** and cultivate **social bridging** during your music series.

By bringing people together in a shared cultural experience, your music series will foster community connections and a sense of belonging among attendees.







Building the Relationship / Initial Attraction

Key Themes: First impressions, curiosity, common interests



Establishing a Mutually Beneficial Partnership / Courtship

Key Themes: Shared excitement, alignment, building trust





Navigating Challenges & Growing Together / Commitment

Key Themes: Long-term vision, problem-solving, resilience



Strengthening the Bond / Celebration & Appreciation

Key Themes: Gratitude, recognition, longevity





Becoming Part of Something Bigger / Family Integration

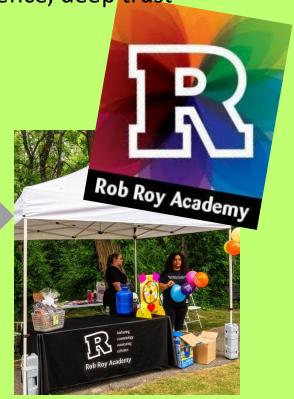
Key Themes: Long-term sustainability, expanding influence, deep trust













Building Relationships through the Arts:

JMKAC's partnership with Green Bicycle Company

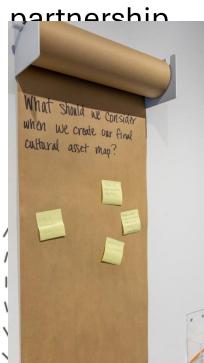
Associate Curator of Programming and Performance
John Micael Kohler Arts Center
Levitt Convening, January 2025

January 2024...I'm the new kid



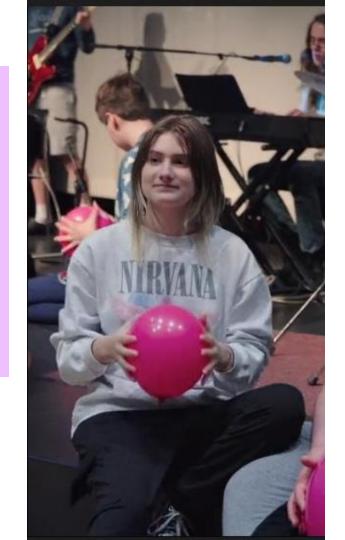
INPUT, OUTPUT, RESPONSE
CONVERSATION
DISCOVERY (tools, resources, values)
MAKING CONNECTIONS

Cultural Asset Mapping: A mutual





Starting the Youth Advisory Committee



Our thought partners







MEAD Library

Collaborating with Aubre Lax, who runs MEAD's teen programs; holding regular YAC meetings at the public library

Green Bicycle Company

Continuing conversations about youth outreach and engagement, as well as helping to plan our event for *Bike Vessel* screening & conversation

Etude Group schools

Ongoing relationship connecting students with performing artists and film.

Key teen outreach partner for YAC applications

They'll also gain experience in:

01	Programming and	
	Curation	
02	Communication	
	and Collaboration	
03	Community	
	Engagement	

Year-round cohort cycles



Jan-May

May-Aug

Sept-Dec

Indie Lens Pop-Up

Levitt AMP

Performing Arts

Sheboygan Concerts

outreach &

Breakout Questions

Building the Relationship

- Who do I want to potentially explore a relationship with?
- Where, When, and How am I going to go about doing this?

Establishing a Mutually Beneficial Partnership

- Who do I already have a relationship with that could be a good partner?
- What are our mutual goals?
- What are our roles/responsibilities?

Navigating Challenges & Growing Together

- How and when are we checking in?
- How are we overcoming and growing together through challenges?

Strengthening the Bond

- How are we celebrating our successes and partnership?
- How are we thanking our partners?
- What traditions/cultures are we establishing?

Becoming Part of Something Bigger

- How are we ensuring the partnership is more than just two people, it's between organizations?
- How do we encourage new connections?
 Expand the pie?



LUNCH SECOND FLOOR FOYER

BON APPÉTIT!

