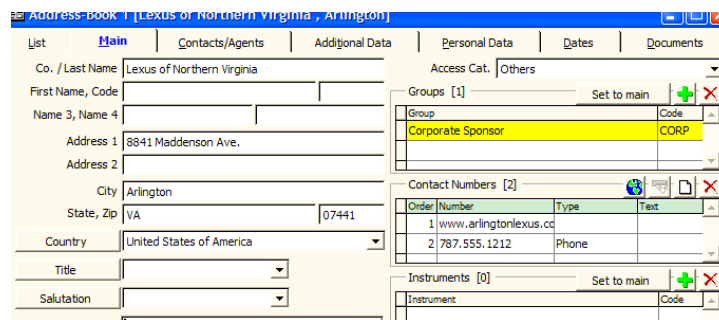
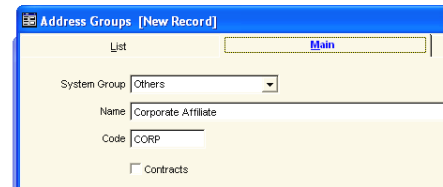


Creating and Assigning Concert Sponsors

The methods described here also work for Producers, Co-Presenters, etc.

Step One – Create the sponsors In the OPAS **Address Book**, create Address Groups for the corporate (or foundation) sponsors that will be attached to concerts.

Go to **Background Data 1 > Address Groups**. Create as many Address Groups as you require for this purpose – however, keep the number small so as to keep things manageable (you may in fact need only one such category). The **System Group** for each will be “Others”




Then in the **Address Book** area of OPAS, create the companies or foundations themselves, assigning the appropriate Address Group in the upper-right hand grid.

The Access Category for each will be “Others”

Step Two – Assign the sponsors to Activities Corporate Sponsors can be assigned in the **Other Participants** grid, on the **Additional Data** screen in the **Dates** area, or the **Additional Data** screen in the **Dates-Marketing** area. The method used will be determined by how you need underwriters to appear on reports and tracking documents. Please contact OPAS Technical Support if you have any questions.

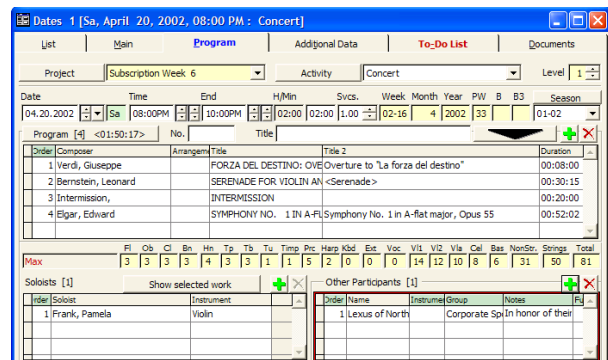
Using the Other Participants grid

In the **Other Participants** grid for the concert(s) in which they participate, assign each sponsor.

Click the Add New  icon at the top right of the Other Participants grid to see a list of entries in the OPAS Address Book.

For each sponsor, select the appropriate Address Group and indicate any notes in the Other Participants grid (double-clicking in that “Notes” cell will cause it to expand for easy data entry). Note that sponsors can be put into any order you wish.

Use the “Save Changes to Related Dates” function to assign the sponsor to the other concerts in the Project set.



NOTES:

- In many OPAS reports, Other Participants will automatically print, showing the sponsors on program pages, schedules, etc. (if you would prefer this be turned off, contact OPAS Technical Support)
- Assigning sponsors in this manner creates a link back to the Sponsor’s record in the **Address Book**, creating an automatic ‘sponsorship history’ for the company, foundation or individual. To see a list of activities associated with this sponsor, simply click the **Performance History** tab for the sponsor in the **Address Book**.

Function	Date	Time	End	Project	Activity	PerfoConductor	Venue	City
Participant	04.21.2002	03:00 PM	05:00 PM	Subscription Week	Concert	<input checked="" type="checkbox"/> Falletta, JoAnn	Arlingt	Se
Participant	04.20.2002	08:00 PM	10:00 PM	Subscription Week	Concert	<input checked="" type="checkbox"/> Falletta, JoAnn	Arlingt	Se

Alternate Method – Assign sponsors on the Additional Data screen

If your organization prefers to not use the Other Participants grid for activity sponsors, or if your sponsorships follow a strict pattern, or if you wish to track only the primary sponsor of the concert, it can be equally effective to do so on the **Additional Data** screen in the **Dates** or **Dates-Marketing** area.

Select the **Background Data 1 > Activities** menu item in OPAS.

Select **Concert** in the list and go to the **Add Fields** screen:



In the **Address 1** field, type ‘Sponsor’ or another descriptive label and click the “Show” box

Repeat this procedure for other concerts or activities that would have a sponsorship link.

In the **Dates** area, on the **Additional Data** screen, there will be a drop-down field to the OPAS Address Book into which sponsors can be linked:

