

Growing Market Programming with Sustainable Partnerships

1. Your Market's Needs

What programming or activities is your market missing?

- Music / Entertainment
- Kids Activities
- Health & Wellness
- Gardening / Sustainability
- Cooking / Food Education
- Cultural / Arts Programming
- Other: _____

What obstacles prevent these programs from happening now?

2. Potential Partnerships

Think about people, groups, businesses, or organizations you know who could help your market. For each potential partner, fill out the table below.

Who Do You Know? What Can They Do? Market Benefit? Partner Benefit?

Who Do You Know?	What Can They Do?	Market Benefit?	Partner Benefit?

3. Sustainable Partnership Checklist

Use this to make sure your current and future partnerships last and continue to benefit everyone

- Clear roles and responsibilities defined in writing
- Expectations and timelines communicated in writing
- Regular check-ins scheduled
- Resources and equipment needs confirmed in advance
- Recognition and appreciation built in (including social media and newsletter features)
- Partnerships reviewed and adjusted after each event/season