

4. Keep in mind there's many different ways to form a partnership. Discuss how a potential partner might support your goals:
 - **Promotional Partnership** - A promotional partner will help create and distribute promotional materials for the program including recruitment materials and advertisements or invitations for culminating events.
 - **Venue or Space Partnership** - A venue or space partner will have access to a space or venue where you can hold your creative aging class.
 - **Vendor Partnership** - Vendors might provide materials or supplies for your program.
 - **Teaching Artist Partnership** - Arts and cultural organizations, universities, community colleges, and local and state arts councils may have access and connections to teaching artists.
 - **Recruitment Partnership** - Recruitment partners will help identify participants and assist in recruitment through their own networks. For example, senior centers, libraries, assisted living communities might have large populations of older adults that they can connect you to through listservs, social media, etc.
 - **Fiscal Partnership** - Fiscal partners might be able to offer financial support or assistance by creating long-term budgets and securing funding to create a sustainable program. They may be able to offer direct support, collaborative funding, or advocacy to local public or private funding sources.

5. Discuss how this partnership supports your partner's work and mission.
 - a. Why would this partnership be mutually beneficial?

 - b. Can your work provide connections to other communities or populations that this partner may be interested in reaching? Think about opportunities for cross-sector funding and access to revenue that may only be possible through partnerships.