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**Principal  
Business  
Members**

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**Leading  
cultural  
innovation  
in business**

# Principal Member

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Leading supporters of the arts such as BP, Ernst & Young, GlaxoSmithKline, HSBC, Lloyds TSB Commercial Finance, PricewaterhouseCoopers, Prudential and Sky Arts, all help to drive the UK's cultural agenda as part of our national Principal Members network. You can join them and receive all of the expert consultancy services and support you need to create or maximise your cultural partnerships.

We've got more than 30 years' experience of fostering new collaborations between businesses and cultural organisations, so we can ensure that working with you results in real value and impact in the delivery of your CSR, marketing or employee development objectives.

Join some of the most forward-thinking business leaders as a Principal Member and enhance your organisation's cultural activity. You will receive:

## **Account management to maximise opportunities**

Dedicated senior-level support from our National Account Director, including quarterly meetings and planning sessions on how to maximise opportunities within your existing cultural portfolio.

## **Exclusive intelligence, news and information**

- The most current, relevant and groundbreaking arts and culture research, hot off the press, with news of the trends and issues that shape new business opportunities
  - Preferential rates for commissioning new bespoke industry research or evaluation, using our expert in-house team.
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### **Exclusive access and networking**

- Up to four exclusive, tailored events a year and an annual CEO advocacy dinner – your organisation’s chance to meet with leading figures from the world of the arts, media and politics
- Exclusive tickets for some of the ‘must-see’ events across the cultural season, plus full access to Arts & Business member events across the UK, wherever your business has a presence, and beyond, through our international partner network
- The chance to lead the debate on business/arts collaboration by joining our working groups, attending seminars, panel discussions and business breakfast sessions.

### **Profiling and advocacy**

- Opportunities for recognition and profiling through our media stakeholders and media partner activity
  - Opportunities for profiling, listings on our website and in our annual report
  - Arts & Business Awards opportunities: take part in our annual showcase event, running for over 30 years. Join other leading players to celebrate excellence and innovation between businesses and the arts, across categories as wide-ranging as innovation, community, people development and cultural branding.
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## Business Membership

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*“As a Principal Member, Arts & Business provides invaluable insight and research to help us maximise opportunities with our cultural partners. Their specialist knowledge and extensive networks provides us with a unique opportunity to strengthen our corporate reputation, stimulate innovation and inspire our employees.”*

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### **Katie Pinnock**

Director, UK Corporate Contributions  
GlaxoSmithKline

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To find out what Principal Business Membership can do for you and your business, contact your local Arts & Business office or email:  
[principal@artsandbusiness.org.uk](mailto:principal@artsandbusiness.org.uk)  
Visit our website:  
[www.artsandbusiness.org.uk](http://www.artsandbusiness.org.uk)

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