

Arts & Business North Awards 2009/10

Why get involved and how to enter

The Arts & Business North Awards celebrate and showcase the best examples of cultural partnerships and sponsorships across Yorkshire and the Humber, the North East and North West. The awards are open to any business that has partnered with a cultural organisation to achieve marketing, branding, PR, CSR and professional development objectives.

An independent panel will judge nominations based on the level of excellence in achieving the commercial goals of the business through the arts engagement, as well as achieving the strategic and creative goals of the arts organisation.



30th Arts & Business Awards ceremony at the V&A. All shortlisted entries in the North Awards will automatically be entered into Arts & Business National Awards 2010.

About Arts & Business

Arts & Business sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for partnerships to prosper.

Why enter the Arts & Business Awards?

Partnerships that are shortlisted for an award set industry standards of excellence in the field of arts and business engagement and will receive public recognition for their work in the media and throughout the sector.

Media coverage

The awards frequently achieve coverage in national and local press, radio and other media channels.

Branding

The Arts & Business North Awards provides a valuable platform for brand exposure with the shortlisted partnerships credited on all awards collateral including a high quality awards brochure and the Arts & Business website (over 91,300 page views per month).

Networking

The Awards ceremony is attended by key figures of leading arts institutions, business leaders, government figures and other high-profile guests. This offers a valuable networking opportunity for all attendees.

Key Dates

Nominations will close at **5pm Friday 8 January 2010**. Shortlisted nominations will be notified shortly after. The Awards ceremony will be held in Leeds on **Tuesday 23 March 2010**, when the winners will be announced. Projects running from January 2008 are eligible to apply.

Entering is simple – log on to www.artsandbusiness.org.uk for further information about the awards. Simply download an entry form, complete it and email it back to Debra.varley@artsandbusiness.org.uk by the deadline.



30th Arts & Business Awards - Rolls Royce Plc & sinfonia ViVa – Prudential A&B People Development Award winners.

Categories and Guidelines

- **Arts & Business Cultural Branding Award**

Awarded to a partnership that reinforces the branding and marketing activity of a business through the use of culture. The winning business will demonstrate an integral connection with culture that has increased brand equity and therefore business performance. The winning partnership will demonstrate quantifiable outcomes and measurable impact.

** The enhanced brand will have reached a wider audience because of the connection with culture.*

- **Arts & Business Community Award**

Awarded to a partnership that has encouraged specific community engagement with the arts or has made a significant contribution to regeneration or sustainable growth. The winning business will have helped deliver a committed and innovative arts programme resulting in tangible benefits to a distinct community.

** The business will demonstrate an exemplary community or corporate social responsibility strategy which is executed through the partnership.*

- **Arts & Business People Development Award**

Awarded to a partnership that embeds culture as a core element of employee development. The winning business will demonstrate significant business improvement through skills enhancement and innovation building.

** The business will demonstrate specific business benefits and employee wellbeing.*

- **Arts & Business Sustained Partnership Award**

The winning business will have been involved with its arts partner for a minimum of 3 years and will have demonstrated how the partnership has developed over time to the mutual benefit of both partners. We are looking for partnerships that have shown commitment and development but also where there is strong potential for the business to continue to work with its current arts partner or the wider arts community.

- **Arts & Business Board Member of the Year**

Arts & Business wants to celebrate those people who have added outstanding benefit to an arts organisation by giving their time, skills, knowledge, inspiration and strategic direction in a governance role. The A&B Board Member of the Year Award is open to any business individual who has volunteered their time in a governance position for an arts organisation or museum in the UK. The arrangement may be through a formal voluntary placement such as through the Arts & Business Board Bank Programme.

Nomination guidelines

In every category, the independent judges are looking for:

- Excellence in a partnership between a business and an arts organisation in accordance with the criteria for the category entered
 - Sound business reasons for the engagement, demonstrating real benefits such as return on investment or new audience reach
 - Sound project objectives, a clear evaluation and demonstration of the success in achieving, or exceeding objectives
 - Examples of how the business partner invested in leveraging their partnership with the arts organisation beyond financial sponsorship
 - Examples of how the partners worked together in innovative ways
 - Demonstration of the reach of the project and impact on a wider stakeholder group (for example; employees/ shareholders/ customers/ clients/ suppliers/ community/ schools/ etc.)
 - Ongoing development and sustainability in the relationship of the business with the arts
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Who Can Enter?

A partnership must produce an arts product and have a business sponsor but can include the following combinations:

- A business and an arts organisation working together on a project or marketing campaign, or on a long-term strategic partnership
- A business instigating arts engagement
- A number of organisations working together on a project including businesses, art organisations, public bodies, industry organisations, not-for-profit organisations and educational institutions

The term 'arts' includes the performing arts, visual arts, crafts, photography, literature, museums and galleries, film and moving image and heritage.

Conditions of Entry

- There is no nomination fee
 - The Arts & Business North Awards are open to all businesses supporting arts events, projects or arts organisations in Yorkshire and the Humber, the North East and North West.
 - The nominated partnership or project must have begun after January 2008.
 - The nomination form is only valid if information is provided by both the business and arts contact.
 - The partnership can be financial, in-kind, or a mixture of both, or be an arts activity initiated by the business.
 - The estimated value of the partnership must be included in the entry
 - Where relevant, the same project may be nominated in up to two categories however each entry must be rewritten to meet the specific guidelines of the category in the Arts & Business North Awards
 - There is no limit to the number of different projects a business or arts organisation can nominate
 - In cases where a project involves two or more businesses, all businesses involved are eligible to be nominated.
 - The closing date is **5pm Friday 8 January 2010**. Forms received after the closing date will not be eligible for consideration.
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- Arts & Business may use information (excluding confidential financial information) for publicity purposes.
- The decision of the independent judges will be final. Arts & Business will endeavour to provide feedback, if requested, if the nomination is not shortlisted.
- Arts & Business requires high-res images and logos from all shortlisted partnerships (for the announcement of the shortlist in January) as well as film footage if available.
- All details are correct at the time of going to press. Arts & Business reserves the right to vary these details at its discretion.

Details of the winners will not be released until the awards ceremony on Tuesday 23 March 2010.

For further information contact:

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