
Allianz Arts & Business NI Awards

Why Get Involved and How To Enter

The Allianz Arts & Business NI Awards celebrate and showcase the best examples of cultural partnerships and sponsorships across Northern Ireland. 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.



Allianz Arts & Business NI Awards 2009 – The Reform Club

About Arts & Business NI

Arts & Business NI 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 Allianz Arts & Business NI 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

Media coverage for the Awards has covered national, local and regional press, delivering high profile coverage for the celebrated arts/business partnerships.

Branding

The Allianz Arts & Business NI Awards provides a valuable platform for brand exposure with the shortlisted partnerships credited on all awards collateral including a case study PDF and high quality Awards brochure and on the Arts & Business NI website (over xxxxxx page views per month).

Networking

The Awards ceremony will be attended by key figures from 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 11 September 2009**. Shortlisted nominations will be notified in **October 2009**. The Awards ceremony will be held on **Thursday 21st January 2010**. Invitations will be sent out at the beginning of December.

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



Patton Group & Ulster Orchestra – Winners of the Arts, Business and Employees Award

Categories and Guidelines

A&B 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.

A&B 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.

A&B Professional Development Award

Awarded to an individual who has added outstanding benefit to an arts organisation in a governance role in a voluntary capacity, perhaps through a formal voluntary placement, such as through the Arts & Business Board Bank Programme, Young Professionals or other voluntary programme.

- Alongside the benefit to the arts organisation, the winner will be able to demonstrate benefit on both a personal and business level.

A&B Sustained Partnership Award

Awarded to an established, on-going partnership that continues to set standards in creative arts-business collaborations. The winning business will demonstrate future commitment to its arts partner and will have been involved for a minimum of three years.

- The partnership will demonstrate scale, breadth and depth of the relationship.

A&B Young People Award

In recognition of a partnership that has harnessed the power of the arts to engage young people. The winning business will demonstrate a dynamic connection with youth through the arts.

- The partnership will demonstrate significant involvement of young people as audience and/or participants.

A&B Employee Engagement Award

In recognition of a partnership that has implemented an effective and creative programme which involves employees in the arts and incorporates employee skills development through training programmes, community support or volunteering.

- The winner will have brought the arts into the workplace to enhance the environment, stimulated employee motivation or developed creativity.

A&B Arts Individual of the Year

Awarded to an individual working within an arts organization and has demonstrated business acumen and excellence in partnership development.

A&B Arts Award

Awarded to the arts organization, which has consistently looked to develop and pioneer new ideas, whilst demonstrating a progressive and creative approach to business partnership.

- The winning organization will receive a cheque for £2000.

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 Allianz Arts & Business NI Awards are open to all businesses supporting arts events, projects or arts organisations in Northern Ireland
 - The nominated partnership or project must have taken place between 1st September 2008 – 1st August 2009
 - 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
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- 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 Allianz Arts & Business NI 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 4th September 2009**. Forms received after the closing date will not be eligible for consideration.
- Arts & Business NI may use information (excluding confidential financial information) for publicity purposes
- The decision of the independent judges will be final. Arts & Business NI will endeavour to provide feedback, if requested, if the nomination is not shortlisted
- Arts & Business NI requires high-res images and logos from all shortlisted partnerships (on announcement in October) as well as footage if available
- All details are correct at the time of going to press. Arts & Business NI reserves the right to vary these details at its discretion

The Allianz Arts & Business Awards ceremony will take place on Thursday 21st January 2010. Invitations will be sent out in December. Details of the winners will not be released before the event.

For further information contact:
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With thanks to our Awards partner Allianz Insurance Ireland

