

# Arts & Business Scotland Awards 2010

Get involved...get nominated



Arts & Business Scotland Awards 2009 – Usher Hall, Edinburgh

# Why enter the Arts & Business Scotland Awards

The Arts & Business Scotland Awards celebrate and showcase exemplary partnerships between business and the arts across Scotland. For a business, being shortlisted provides an opportunity to have its arts engagement given public recognition, while for the arts organisation, nominating its business partner is a way of showing thanks for the company's sponsorship support. The Arts & Business Scotland Awards provide a valuable platform for brand exposure with the shortlisted partnerships credited on all awards promotional materials including a high quality Awards programme and on the Arts & Business website (over 91,300 page views per month).

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.

### How to Enter

Entering is simple – log on to [www.artsandbusiness.org.uk/scotland](http://www.artsandbusiness.org.uk/scotland) for further information. Simply download an entry form, complete it and email it back to [scotland.awards@artsandbusiness.org.uk](mailto:scotland.awards@artsandbusiness.org.uk) by 5pm on Thursday 6 May 2010. The entry form will be available on the website from Monday 8 March 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.

### The Awards Event

The 24th Arts & Business Scotland Awards event will take place at the Royal Scottish Academy of Music and Drama in Glasgow on Wednesday 22 September 2010. The shortlist will be announced in July 2010 and the winners will be announced at the Awards event.

### The judges

We are delighted to have a hugely experienced panel of Judges for the 2010 Awards. The Panel will be chaired by Ken Ross, Chairman and Chief Executive of Elphinstone Properties, an enthusiastic supporter of the arts, and he will be supported by Verity Haines, UK Head of Arts at Arts & Business and Alan Horn, Head of Development at Glasgow School of Art, both of whom are highly experienced arts fundraisers; Stewart Patrick, Chief Executive of Glasgow Chamber of Commerce; and Pauline Maclean, BBC Scotland Arts Correspondent.

### Sponsors

Our thanks to Glasgow City Council, Whitespace, Stewarts and Chevron Upstream Europe for their sponsorship of the 2010 Awards.

## 2010 Awards Categories

### **Community Award**

For a partnership that has encouraged specific community engagement with the arts

### **People Development Award**

For a partnership that embeds culture as a core element of employee development

### **Young People Award**

For a partnership that has harnessed the power of the arts to engage young people

### **New or Returning Sponsor Award**

For an arts sponsorship by a business sponsoring the arts in Scotland for the first time or returning to sponsorship after a number of years

### **Sustained Partnership Award** (sponsored by Whitespace)

For an established, ongoing partnership that continues to set standards in creative arts-business collaborations.

### **Cultural Branding Award**

For a partnership that has reinforced the branding and marketing activity of a business through the use of culture.

### **Leadership Award** (sponsored by Chevron Upstream Europe)

For an individual who has shown outstanding leadership in the arts during 2009. This Award is open to any chair, trustee, chief executive, member of staff or volunteer of a Scottish arts organisation who has demonstrated significant leadership skills and improved the performance of their organisation. There is no nomination form for this Award so please email your nomination to [scotland.awards@artsandbusiness.org.uk](mailto:scotland.awards@artsandbusiness.org.uk) and please include the organisation details, the role of the individual in the organisation and stating in no more than 200 words why you believe the individual should be considered for the Award.

### **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 organisation

# Conditions of Entry

- There is no nomination fee
- The 24th Arts & Business Scotland Awards are open to any business supporting arts events, projects or arts organisations in Scotland or Scottish arts organisations working outside Scotland
- The nominated partnership or project must have taken place between 1 April 2009 – 31 March 2010
- The partnership can be financial, in kind, or a mixture of both, or be an arts activity directly initiated by the business
- Where relevant, the same project may be nominated in up to three categories, however each entry must meet the specific criteria of each category and therefore may need to be differently focused per nomination
- 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 nomination form is only valid if information is provided by both the business and arts contact
- The value of the partnership must be included in the entry though this information will be kept confidential
- Arts & Business Scotland may use information provided on nomination forms (excluding confidential financial information) for publicity purposes
- Additional materials attached with the nomination form will not be considered and the partnerships will be judged on the nomination form only
- The closing date is 5pm Thursday 6 May 2010. Forms received after the closing date will not be eligible for consideration
- The decision of the independent judges is final. Arts & Business Scotland will endeavour to provide feedback if requested for any non-shortlisted nomination
- Arts & Business Scotland requires high-res images and logos from all shortlisted partnerships on announcement of the shortlist in July
- All details are correct at the time of going to press. Arts & Business Scotland reserves the right to vary these details at its discretion

### Who Can Enter?

A partnership must produce an arts product or activity and have a business sponsor. Partnerships 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.

### Any queries can be made to:

#### Lindsay Rodger

Events Manager

Tel: 0131 556 3353

E: [scotland.awards@artsandbusiness.org.uk](mailto:scotland.awards@artsandbusiness.org.uk)

W: [www.artsandbusiness.org.uk/scotland](http://www.artsandbusiness.org.uk/scotland)