

33rd Arts & Business Awards

Why get involved and how to enter...

The Arts & Business Awards celebrate and showcase the best examples of cultural partnerships and sponsorships across the UK. The Awards are open to any business that has partnered with a cultural organisation to achieve branding, sponsorship, innovation, PR, volunteering, long-term partnerships and Corporate Responsibility objectives. Have a look at winners from the [32nd A&B Awards](#)

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.

About Arts & Business

Arts & Business sparks new partnerships between commerce and culture. For business we offer a bespoke service providing access to the very best and most appropriate artists and cultural providers, carefully selected to meet identified business objectives.

For the arts we offer learning and development opportunities, tailored fundraising advice and resources for organisations seeking private sector funding.

Why enter the Arts & Business Awards?

Partnerships 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.



HSBC & the British Museum won both the Telegraph Media Group A&B Cultural Branding Award and the Classic FM A&B International Award at the 32nd Arts & Business Awards held in 2010.

Maria Muller, Director of Development, British Museum with Marah Winn-Moon, Head of Cultural Sponsorship, HSBC and Amanda Singleton, Head of Arts and Entertainment, Telegraph Media Group.

Media coverage

Media coverage for the Awards programme has reached an estimated 2.8 million people to date in the national and local press. Our previous media partners, including The Telegraph, The Guardian, Classic FM and Sky Arts, delivered high profile coverage for the celebrated partnerships.

Branding

The Awards are judged by experts from across the UK – so just entering gets your brand or arts organisations noticed by key people in the industry. If your partnership is shortlisted or wins an Award, your profile soars as part of our overall promotional campaigns including print, online, social media and media interviews.

Networking

The Awards ceremony will be 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

Activity	Date
Nominations Close	5pm, Friday 30 March 2012
Shortlist announced	Start of May 2012
Awards Ceremony	22 May 2012, London

**This will be an invitation only event.
There will be no ticket charge.**

Categories and Guidelines

A&B Corporate Responsibility Award

Awarded to a partnership where the business uses the power of the arts to develop innovative and dynamic new connections with the wider community. This could be through an outstanding arts programme delivered in the community, an arts programme specifically targeting youth engagement or other specific community groups, or an arts programme that has amplified the business' environmental and sustainability policies.

- ***The winning business will demonstrate an exemplary corporate responsibility strategy in action with significant benefit and impact.***

A&B Innovation Award

Awarded to a groundbreaking cultural and commercial collaboration that delivers unprecedented benefits for both partners using a pioneering creative initiative. The cultural partnership will demonstrate that it has taken risks to open up new markets or build new audiences through this innovative approach.

- ***The winning business will demonstrate successful implementation of new, bold and impactful creative ideas***

A&B Volunteering and People Development Award

Awarded to a partnership that exemplifies how the arts can be used in employee development. This could be through a strategic volunteering programme that encourages staff to sit on the boards of arts organisations or provide pro-bono advice. It could be a through programme that brings the arts into the business so as to develop creative thinking or a programme to encourage workplace giving/volunteering to the arts.

- ***The winning business will demonstrate how a strategic programme has improved business through the development of a more engaged and creative workforce***

A&B Long-term 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 with a partnership that has grown and developed over three years or more.

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

A&B Sponsorship Award

Awarded to a partnership that reinforces the branding and marketing activity of a business through the innovative 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 of the winner will have reached a wider audience because of the connection with culture***

Nomination guidelines

In every category, 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

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 33rd Arts & Business Awards are open to all businesses supporting arts events, projects or arts organisations in the UK.
- The majority of the partnership or project must have taken place between April 2010 – (all of) 2011
- 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 33rd Arts & Business 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 30 March 2012. Forms received after the closing date will not be eligible for consideration**
- Arts & Business may use information (excluding confidential financial information) for publicity purposes
- The decision of the independent judges will be final. A&B 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 (on announcement in November) as well as 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

The winners will be announced at an invitation only event on 23 May 2012, London

This completed form must be submitted by email to awards@artsandbusiness.org.uk by 5pm, Friday 30 March 2012

Queries:

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Get inspired

Winners from the 32nd Arts & Business Awards:

www.artsandbusiness.org.uk/events/awards.aspx

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