



artsVest™ Calgary Backgrounder

artsVest Calgary (April 1, 2011 to March 31, 2013) Impact and Summary

93 businesses partnered with 26 cultural organizations – 64 of these businesses were first-time sponsors. \$300,000 in matching funds generated about \$533,000 in private sector sponsorship and resulted in an influx of about \$833,000 to the cultural economy.

artsVest National – overall impact from 2011 - 2013

Since the national expansion of the program in April 1, 2011 to 2013, 1,079 businesses have partnered with 283 cultural organizations through artsVest – 686 of these businesses were first-time sponsors. \$2.08 million in matching funds generated over \$4.54 million in private sector sponsorship and resulted in an influx of more than \$6.62 million to the cultural economy.

Calgary Case Studies

Swallow-a-Bicycle Theatre and Superior Lodging Corp.

In 2012, Swallow-a-Bicycle Theatre's original work *Super 8* premiered at Lunchbox Theatre in Calgary and successfully secured sponsorship from Superior Lodging Corp., the franchise developer of Super 8 Hotel, for the 2012 Edmonton Fringe Festival production of the show. Superior Lodging Corp. sponsored the show for \$1,000 and also had the opportunity to offer guests staying at Super 8 Hotels discounted tickets to the play during the festival. In return, Swallow-a-Bicycle Theatre included the Super 8 brand logo in its marketing collateral as well as offering complimentary tickets to Super 8 Hotel managers.

Studio C and car2go

Studio C is a community art centre whose mandate is to serve diverse populations in Calgary. As an artsVest™ Calgary program participant, Studio C sought sponsorship from car2go, who came on board as the presenting sponsor for a month-long exhibit. car2go provided \$2,000 cash and hung work from Studio C artists in the Calgary car2go office for that month. In return, Studio C provided sponsor recognition in its gallery, on its website, as well as on both printed and electronic invitations. Studio C also distributed car2go promotional material throughout its gallery and had a car2go sign-up kiosk at the show's opening reception.

Feedback and Testimonials

"Partnering with Superior Lodging Corp. on our theatre production *Super 8* was an incredible opportunity," says Mark Hopkins, Co-Artistic Director of Swallow-a-Bicycle Theatre. "Their support helped to make the show a huge success, and everyone who attended will now look at Super 8 Hotels in a whole new light."

"Our first foray into aligning with the arts through artsVest™ Calgary has been a wonderful experience," says Catherine Burdett, Director of Marketing at Superior Lodging Corp. "We received more than anticipated from our investment by way of media exposure and ability to extend our reach into the community. While that return on investment is important for any sponsorship, it also feels

good to know that we can connect communities together in new ways that deliver great experiences, memories and success for all involved."

"car2go was presented with a great opportunity to sponsor the arts through Studio C," says Aaryn Bryant of car2go. "Together, car2go and Studio C broke new ground in Calgary as a result of the artsVest Business for the Arts initiative. This collaborative experience created a fresh approach to marketing the car2go brand. We look forward to building on this partnership between the business and arts communities across Canada."

Colin Menzies of Studio C is also positive about the artsVest™ Calgary program, saying, "Studio C's participation in artsVest has revitalized our engagement with the Calgary business sector. The training and tools provided through artsVest helped Studio C establish new sponsorship relationships. Through innovative and creative marketing projects, brands were brought to life in new ways, proving that the arts and business communities can be powerful drivers of culture and economy."

For additional information, including a complete list of participating arts organizations and businesses, please contact:

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