



artsVest™ Saskatchewan Backgrounder

artsVest Saskatchewan Year II Impact and Summary

April 1, 2012 to March 31, 2013 was a busy year for arts and culture organizations in the province. With support from the provincial government and Heritage Canada, artsVest Saskatchewan returned for its second year, bringing along \$350,000 in matching funds for eligible cultural organizations. Program participants secured 223 unique sponsorship partners, including 164 cash sponsorships and 69 in-kind sponsorships. In total, the artsVest program raised \$899,775.77 from the business community and produced a combined influx of nearly \$1,250,000 to the Saskatchewan cultural economy.

“As the first province-wide program launched by Business for the Arts, artsVest Saskatchewan has broken new ground and energized everyone involved with its overwhelming success,” Parks, Culture and Sport Minister Kevin Doherty said. “These two consecutive Outstanding Partnership Awards speak volumes to the creativity of Saskatchewan business and cultural organizations in working together. The province is growing, the economy is strong and these partnerships benefit all parties and local economies while contributing to our strong quality of life.”

artsVest – Overall Impact from 2011 – 2013

Since the introduction of the program to Saskatchewan in 2011, 401 businesses partnered with 84 cultural organizations, 259 of these businesses were first-time sponsors. \$700,000 in matching funds generated over \$1.72 million in private sector sponsorship and resulted in an influx of more than \$2.42 million to the cultural economy.

Saskatchewan Case Studies

PAVED Arts, the Saskatoon Symphony Orchestra and Affinity Credit Union are the 2013 winners of the artsVest Outstanding Partnership Award. They partnered to launch a new concert series called The Core Series. The Saskatoon Symphony Orchestra serves a large audience of music lovers, and PAVED Arts is a non-profit, artist-run centre for contemporary media arts. Both organizations are located in the Riversdale area of Saskatoon. The Core Series is a two-part concert series that took place during the 2012-2013 season and involved the Saskatoon Symphony Orchestra performing contemporary sound pieces by local and international composers. The music was accompanied by video art specifically selected for each piece and produced by PAVED Arts. As the presenting sponsor, Affinity Credit Union enjoyed positive exposure with existing customers and employees. PAVED Arts and the Saskatoon Symphony Orchestra and Affinity Credit Union will receive their award at the National Business for the Arts Partnership Awards in Toronto on November 15, 2013.

La Troupe du Jour and Saskatoon Express were the 2012 inaugural winners of the artsVest Outstanding Partnership Award. Founded in 1985, La Troupe du Jour is the only professional French-language theatre company in Saskatchewan, maintaining an artistic presence in Francophone communities across the province by touring shows, supporting playwrights, and

presenting programs in local schools. The company has produced more than 80 plays, half of which are original creations or adaptations of original works by authors from Saskatchewan. The Discovery Festival, a multicultural celebration of writing for the theatre that gives voice to merging and established Francophone, Anglophone, Catalan and First Nations authors, was a great opportunity for La Troupe du Jour to join forces with the community newspaper Saskatoon Express, as both organizations share a community-first philosophy. Saskatoon Express became the Community Media Partner of the Discovery Festival, and marked the first time that the newspaper sponsored a not-for-profit arts organization. The Saskatoon Express is a local community newspaper and is delivered weekly to 60,000 households in Saskatoon and area plus drop-off points city wide. To view the winner video:
<http://www.youtube.com/watch?v=YI595kaV6R4>.

The artsVest Outstanding Partnership Award recognizes an exemplary partnership from the national artsVest program. The winning arts organization receives a cash prize of \$5,000 to add towards the partnership.

Feedback and Testimonials

“artsVest is a wonderful program. It has made a significant difference to The Golden Apple Theatre's ability to develop business partnerships. We want to thank everyone involved with this program for helping to raise the profile of and underscore the importance of the Arts in our communities” – *Virginia Wilkinson, Board Member, The Golden Apple Theatre*

“Thank you to Business for the Arts. In our community there is a large gap between businesses who sponsor and those who only make donations. The program opened the door for us to start the conversation with our business donors about moving to a sponsorship arrangement, with an added incentive of the matching funds through the program this year. For many donors it was just the motivation they needed to try the sponsorship model instead for the first time. We still experienced many businesses who wanted to remain with the donor arrangements this year but I think we will see more business donors actively moving towards sponsorships in the future as they see the benefits in action for other businesses!” – *Diana Domm Smythe, Administrator, Station Arts Centre Cooperative*

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