



## **artsVest™ Vancouver Backgrounder**

### **artsVest Vancouver (April 1, 2012 to March 31, 2013) Impact and Summary**

118 businesses partnered with 39 cultural organizations – 69 of these businesses were first-time sponsors. \$275,000 in matching funds generated \$480,790 in private sector sponsorship and resulted in an influx of about \$756,000 to the cultural economy.

“Congratulations to all the arts organizations and their sponsoring business partners for participating in an amazingly successful artsVest Vancouver. Local businesses and the arts both benefit from these innovative partnerships. Businesses show their support for the community, while arts groups build new relationships and achieve greater financial stability. As a result, everybody wins. The B.C. government is proud to support this important initiative.” - *Honourable Coralee Oakes, British Columbia's Minister of Community, Sport and Cultural Development*

### **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.

### **Vancouver Case Studies**

#### **Early Music Vancouver**

*Pre-approved for \$7,000. Raised a total of \$12,518, cash and in-kind combined. Engaged six business sponsors via the artsVest program, four of which were new. artsVest matched a total of \$10,361.*

The majority of the partnerships came about as a result of nurturing a personal relationship with a business owner that Early Music Vancouver knew had an interest in the music they present. Among these, one business saw a legitimate opportunity for increasing their revenue as a result of a sponsorship. Early Music Vancouver believes the partnership will bring increasing value to the business over time and plan to ask for a higher level of support next year. They found the artsVest experience to be worthwhile to help identify prospects worth the time investment, and to develop a language for communicating with the business community.

#### **Vancouver Cherry Blossom Festival**

*Pre-approved for \$9,100. Raised a total of \$10,000, cash and in-kind combined. Engaged three business sponsors via the artsVest program, two of which were new. artsVest matched a total of \$10,000.*

The Festival successfully built new business relationship with the artsVest matching funds. The new partnerships helped to grow the festival in exciting new ways, especially with Canada's largest Asian

supermarket chain, T&T Supermarket Inc. T&T created an exclusive new, seasonal, in-store food merchandise item – the Sakura Sushi Tray, branded with the Vancouver Cherry Blossom Festival name applied to the packaging and on in-store posters at Metro Vancouver stores. Pacific Coach Lines (PCL) was pleased to be visible in the community in a new way and with the exposure to their target audiences.

Liquidity Wines greatly appreciated the visibility the Festival gave them to debut their new company to Vancouver audiences. As all were happy with their sponsorship experience in the arts, the Festival hopes to grow all these partnerships in the years to come. The Vancouver Cherry Blossom Festival had another very successful year developing relationships with the sponsors they met through artsVest.

### **Feedback and Testimonials**

“The opportunity to participate in artsVest allowed us to make a priority of seeking sponsorship relationships with businesses. As a small arts organization with limited staff and funding, we are so busy trying to simply do what we do that we rarely are able to innovate in the area of raising funds. This program gave us the basic knowledge and impetus to develop a sponsorship strategy. The program showed us it is possible, even for a relatively small arts organization like Standing Wave, to attain sponsorships, and beyond the artsVest deadline, we have been inspired to search out and cultivate sponsorship relationships and have a few 'maybes' that we can continue to pursue.” – *Koralee Tonack, Admin Assistant, Standing Wave Society*

“This is an excellent program, providing both financial and educational (skill-building) incentive for smaller arts organizations to begin reaching further into the private sector for support, which is critical for sustainability as public funding remains unstable. I just wish it could last for longer than one year, as many organizations require more than a year to get an effective sponsorship program off the ground.” – *Jocelyn Macdougall, Development Manager, PuSh International Performing Arts Festival*

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

Christine Amendola  
Marketing and Communications Manager  
Business for the Arts  
416-869-3016 ext. 230  
c\_amendola@businessforthearts.org