



## About artsVest™

artsVest™ is a matching incentive and sponsorship training program of Business for the Arts designed to stimulate business sponsorship and corporate engagement in arts and culture. artsVest™ currently operates at a local level in select communities in Ontario, Saskatchewan, British Columbia, Nova Scotia and Toronto. For more information, visit [www.artsVest.com](http://www.artsVest.com).

## How It Works

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With funding support from Canadian Heritage, provincial and city partners, including in-kind support from partner arts councils and cultural organizations in each province and city, artsVest™ provides in-depth sponsorship training workshops and web tutorials as well as networking events in each community to educate and connect arts leaders with potential business partners. Many small- to mid-sized arts and culture organizations lack the experience and the confidence to approach businesses as major funding partners in their creative efforts. As a result,

they are unable to effectively develop this important revenue stream. By training arts organizations on the art of sponsorship, from developing a strategy to creating a sponsorship proposal, artsVest™ arms them with the ability to approach the business community to develop meaningful partnerships and successfully generate new and diverse revenue streams.

Through matching incentive funds, free sponsorship training workshops, web tutorials and community-building events, artsVest™ has established itself

as an effective program that can:

- Create** sustainable funding relationships for the arts.
- Help** strengthen municipal cultural plans and stimulate private sector investment in arts and culture.
- Build** capacity and self-reliance in the cultural sector by generating long-term funding partnerships with the business sector.
- Build** greater awareness in the business community of the benefits of investing in arts and culture and the importance of a thriving arts community.

**Measuring the Impact:** From building capacity in the cultural sector to creating cross-sectoral partnerships that work to strengthen local cultural assets, artsVest™ impacts every community it enters.

From April 1, 2011 to June 2013, the program:

**Trained** 859 arts administrators and board members in 48 sponsorship development workshops and clinics.

**Partnered** 283 arts and heritage organizations with 1,079 businesses, of which 686 were first-time supporters of the arts and 458 were long-term partnerships.

**Generated** \$4.54 million in new private sector investment from \$2.08 in matching funds.

**Resulted** in an influx of \$6.62 million to the cultural economy.

**artsVest Ontario 2002-2013:** Since the introduction of the program in Ontario in 2002 to 2013, 835 businesses have partnered with 275 cultural organizations through artsVest – 557 of these businesses were first-time sponsors of the arts. \$1.36 million in matching funds generated over \$2.71 million in private sector sponsorship and resulted in an influx of more than \$4.07 million to the cultural economy.

**artsVest Saskatchewan:** 401 businesses have partnered with 84 cultural organizations, 259 of these businesses were first-time sponsors of the arts. \$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.

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

**artsVest Winnipeg:** 131 businesses have partnered with 41 cultural organizations – 46 of these businesses were first-time sponsors of the arts. \$280,460 in matching funds generated about \$634,000 in private sector sponsorship and resulted in an influx of more than \$914,000 to the cultural economy.

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

**artsVest Nova Scotia:** Launched in October 2013 for 2013-2014. Results will be available next year.

**artsVest British Columbia:** Launched in June 2013 for 2013-2014. Results will be available next year.

## artsVest™ Contacts

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SINCE 2011, ARTSVEST HAS BEEN DELIVERED IN PARTNERSHIP WITH

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BRITISH  
COLUMBIA



TELUS



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WINNIPEG  
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TORONTO  
ARTS  
FOUNDATION



Founded in 1974, Business for the Arts aims to strengthen arts and culture in Canada by connecting arts organizations to business patrons, volunteers and ambassadors, and by providing resources for arts and business leaders to establish and build successful partnerships.

[businessforthearts.org](http://businessforthearts.org)

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