

FOR IMMEDIATE RELEASE

Business for the Arts awards \$110,000 in matching incentives and sponsorship training to five new Ontario communities

Barrie, Brantford, Orangeville, Port Hope and Sudbury to benefit from artsVest™ program encouraging local business investment in the arts

(TORONTO, ON – May 25, 2015)

Business for the Arts announced today that five Ontario communities will receive matching incentive grants, ongoing mentorship from arts leaders across Canada and sponsorship training for 2015-16 through artsVest™.

artsVest is a sponsorship training and matching incentive program that assists small- and medium – sized arts and culture organizations in securing sponsorships from businesses in their communities.

artsVest is delivered by Business for the Arts in communities across Ontario with funding from Canadian Heritage, the Ontario Trillium Foundation and Ontario Ministry of Tourism, Culture and Sport.

Municipalities in Ontario were invited to apply for the program and bring matching funds to their cultural sector. artsVest will launch in *Barrie, Brantford, Orangeville, Port Hope and Sudbury* with a networking event designed to bring together local arts and culture organizations, business and community leaders and an in-depth sponsorship training workshop. Arts and culture organizations will then be encouraged to apply for a matching incentive grant that will match, dollar for dollar, new sponsorships with local businesses. Throughout the program, they will receive mentorship from experts across the country to support them in achieving their sponsorship goals.

Total artsVest Ontario Fund Allocation for 2015-16:

Barrie: \$20,000

Brantford: \$30,000

Orangeville: \$15,000

Port Hope: \$15,000

Sudbury: \$30,000

“The calibre of applicants for this year’s Ontario program was remarkable”, Said Claire Hefferon, artsVest National Program Director, “We are excited to witness the beginning of new dynamic partnerships in these five unique and creative communities”.

Also operating in Toronto, Nova Scotia, Saskatchewan and British Columbia, the goals of artsVest are to leverage public sector dollars to build partnerships with the arts community; stimulate new business investment in the arts; train arts and cultural organizations to approach the business sector with a



partnership plan; activate municipal cultural plans and build local cultural assets; and showcase what is possible when business invests in the arts.

Since the expansion of the program across Canada in 2011, a total of 1,913 partnerships have been created between arts and business, of which 1,181 are long-term. Since the introduction of the program in Ontario in 2002 to 2014, 2,334 businesses have partnered with 678 cultural organizations through artsVest – of which 1,509 businesses were first-time sponsors. A total of \$4.06 million in matching funds generated over \$9.96 million in private sector sponsorship and resulted in an influx of more than \$14.02 million to the cultural economy. Visit www.artsvest.com for information about artsVest.

About Business for the Arts

Founded in 1974, Business for the Arts is Canada's only national charitable organization of business members who support the arts. Our vision is to inspire Canada's business community to partner with the arts to ensure a thriving cultural sector. We connect, educate and invest to bridge the gap between business and the arts. For more information, visit www.businessforthearts.org.

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