

**BUSINESS FOR THE ARTS
PRESENTS**



II. ARTSVEST PROGRAM CRITERIA

ArtsVest is a pilot granting program created by Business for the Arts, with funding support from the Ontario Trillium Foundation, the Ontario Ministry of Culture and Canadian Heritage.

The goal of ArtsVest is to help develop new, mutually beneficial partnerships between businesses and arts organizations, which will in turn benefit Ontario communities.

The ArtsVest program has the following objectives:

1. To encourage businesses to partner with the arts for the first time;
2. To encourage businesses that already support the arts to increase their support;
3. To support arts-business partnerships that work to the benefit of both parties and the community-at-large.

Who is Eligible for an ArtsVest Match?

Qualifying Arts Organizations:

- Open to incorporated, not-for-profit and/or registered charitable **arts & heritage** organizations
- In existence for a minimum of two years.
- Performing and literary arts organizations, museums, galleries, and heritage institutions
- Arts organizations that come under the jurisdiction of the municipality, such as arts councils (a maximum of 3 arts initiatives can come under the arts council).
- Collaboration and partnerships between two or more arts organizations are eligible and encouraged; one organization must be selected to represent the group as a whole

Eligible Businesses:

- All locally based businesses, whether publicly-traded or privately-owned; this includes owner-managed businesses, limited partnerships, businesses with local head offices, and regional offices of corporations based elsewhere.
- Business, trade or service clubs
- There is no limit to the number of sponsorships that a business can have matched through ArtsVest.

What is Eligible for a Match?

- Cash Commitments
- In-Kind Commitments, valued at cost

How do we Define Matching Funds?

		Business Partner Categories	Maximum Match
<input type="checkbox"/>	A	First Time Business Partner of the Arts	100%
<input type="checkbox"/>	B	Established Business Partner of the Arts that is New to your Organization	75%
<input type="checkbox"/>	C	Existing Business Partner of your Organization	50%

Definitions of Business Partner Categories:

Category A: A **First Time Business Partner of the Arts** is a business that has not partnered with the arts before at a sponsorship level. Their sponsorship dollars are eligible to be matched \$1 for \$1.

Category B: An **Established Business Partner that is New to your Organization** is a business who has supported the arts before in the community, but is a new sponsor to *your* arts organization. Their sponsorship dollars will be eligible for a 75% match.

Category C: An **Existing Business Partner of your Organization** is a business that has supported your organization at a sponsorship level in the past. If an existing business partner increases their level of support to your organization, ArtsVest will match that *increase* at a 50% level. *(If it has been over three years since your business partner last sponsored your organization, they will be considered for a Category B match)*

Program Priorities

A successful application must demonstrate that an innovative partnership has been created through the sponsorship initiative, which will work to the benefit of both the business partner and the arts organization. Applications should include some of the following key priorities listed below:

- Enable both the business partner and the arts organization to reach more people, more effectively;
- Engage the business partner's employees;
- Enhance the ability of arts organizations to produce and present quality programming;
- Indicate multi-year commitments;
- Involve an innovative approach to supporting the quality of life in the community
- Involve the transfer of business knowledge, skills and expertise as well as funds;
- Encourage collaboration and partnerships among arts organizations.

Contact Information

If you have any questions or comments, please contact Nichole Anderson, Project Manager.
Business for the Arts
165 University Avenue, Suite 903; Toronto, Ontario, M5H 3B8
Tel: (416) 869-3016 x229; Fax: (416) 869-0435
Email: n_anderson@businessforarts.org;

For more information and to download application forms, visit www.businessforarts.org and click on **ArtsVest**.