

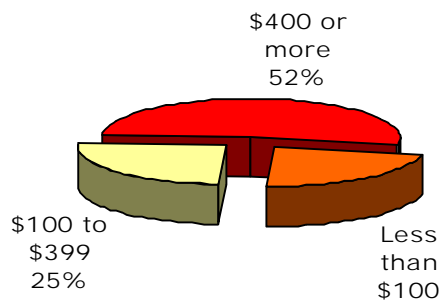
# Uncovering Cultural Sponsorship Opportunities in Orillia

Case Study from January to March, 2007



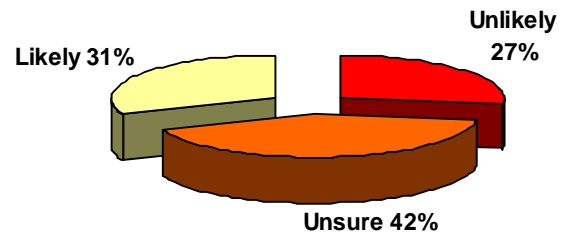
Cultural activities in small towns are increasingly in need of financial support. As governments decrease funding, they are turning towards private businesses for sponsorship. At the request of the Department of Culture and Heritage for the City of Orillia, a case study of 118 local business owners was conducted. Their attitudes about local culture and sponsorship of activities were determined, and the barriers to sponsorship were explored.

## Owners that have been asked to sponsor (n = 69)



Larger revenue businesses are asked for sponsorship much more often

## Likelihood to Sponsor (n = 100)



With a large group of owners unsure about future sponsorship, there is much room for growth in 2007.

## Key Findings

- Nearly 4 out of 5 owners attend events, and a strong majority enjoy what Orillia has to offer
- 96% of owners agree that culture is good for the economy
- Small and medium sized businesses are asked about sponsorship less frequently
  - They are a potential source of non-financial contributions, ranking staff time and supplying equipment as 2 of their top 3 forms of support
  - If owners are not asked, they are less likely to sponsor
- The way that owners were asked was important
  - They want a business-like approach
  - Want fundraiser to be well-connected to the community
- Owners are interested in the bottom line
  - Top barrier to sponsorship was finances (65%)
  - 62% who had not sponsored wanted cultural activity to appeal to their client base

"I would be more inclined to help out more places if it didn't cost me so much."



120 year-old Orillia Opera House

## Conclusions and Recommendations

- Small business owners are being overlooked, but are equally appreciative of culture
  - Cultural groups should seek non-financial support, i.e. facilities
  - Groups must consider all potential resources for sponsorship
- Owners want to be addressed in their own language
  - Groups should prepare detailed business plans

"It's incumbent on the arts community to come to businesses with a product."

- Owners want to be approached by a professional from the community
  - Train current members of cultural organization to develop fundraising skills
- Owners want to get a return from their investment
  - Cultural groups must tailor the sponsorship pitch to each business
  - Need to explain what sponsorship will do for their business