



Business to Arts provides support and advice on developing creative partnerships between business and the arts. In addition to our work in this area over 20 years, we also manage and administrate the largest programme of business training for artists and arts organisations in Ireland, and work to develop the capabilities for individual and corporate support of the arts, including lobbying Government to develop more innovative policies relating to sponsorship and philanthropy.

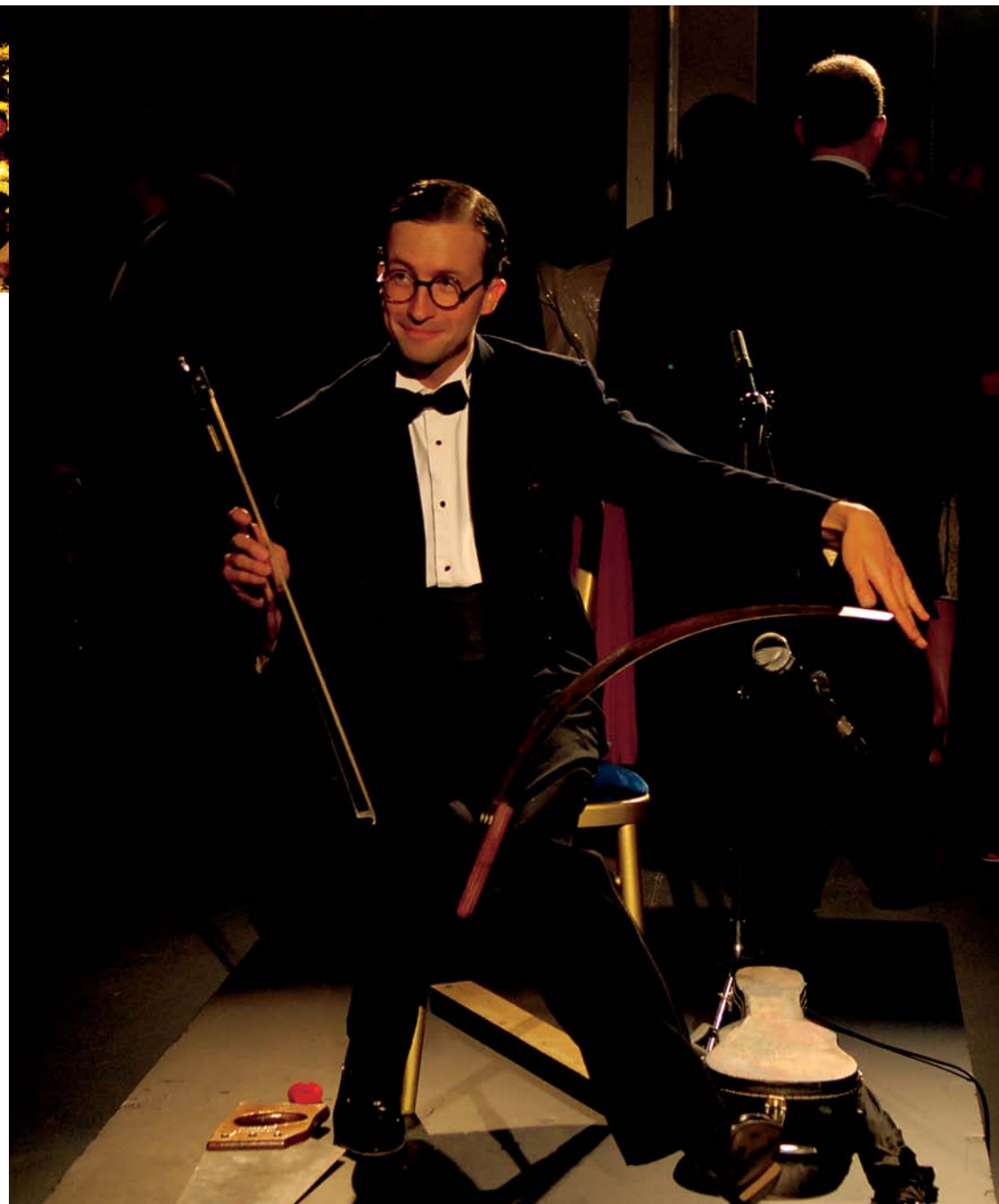
Set up in 1988 as *Cothú*, *Business to Arts* has hosted or come in contact with thousands of people in business, through membership of *Business to Arts*, or through their own work or interest in the arts.

Business to Arts' impact is growing daily, developing new approaches to strategic challenges in areas such as leadership training, communications and organisational development.

With our team of five staff, we are achieving strong measurable results. With added resources we could be doing so much more.

In the last 18 months we have

- Provided a return of 150% to the arts for every €1 invested in *Business to Arts*
- Given almost 2,000 hours of advice to artists, arts organisations and people in business on how to develop sponsorship relationships and work together effectively
- Facilitated training for over 700 arts professionals in business skills
- Developed new income streams for artists by working with business, such as work with theatre professionals to create and deliver training services for business, and collaborating with artists to deliver unique events and marketing projects for business
- Supported decision-making regarding over €1.9million worth of investment in the arts over the next three years
- Helped to bring new, proven, sponsorship training techniques to the arts sector from the US
- Conducted research into the current and future role of philanthropy in arts and culture
- Hosted over 2,700 people at *Business to Arts* events





Become a Friend of Business to Arts

There are many individuals who support *Business to Arts*' aims, who would like to attend our events, or be part of our network of business and arts professionals. The *Business to Arts* Friends Programme has been set up as an income stream to allow us to continue to develop special projects, and to allow you to continue to be involved in supporting our work, outside of belonging to a member company.

We work hard to convert every €1 invested in *Business to Arts* to create at least €2.50 of value for the Cultural Sector in Ireland. Therefore, achieving a €10,000 target via our Friends Scheme would allow us to create €25,000 worth of investment in the arts in Ireland through training, brokering new relations, negotiating sponsorships and promoting philanthropy. Your support is essential to us to continue this work.

Become a Friend of *Business to Arts* at €350.00 per annum. This is open to individuals and couples. If you are interested in Corporate Membership please contact *Business to Arts*.

Benefits

- Regular updates on our work and the impact your support is making on the arts sector in Ireland
- Invitations to our events (8–12 per year)
- Copies of our publications
- Special offers on arts-related activities
- Tax relief on your donation
- Involvement in the development of creative partnerships and facilitating professional training for the sector

Recent events which have proven highlights include a tour of art in Áras an Uachtaráin; a tour of RTÉ Television Studios to learn the 'Art of Broadcasting'; a rehearsal visit to see the preparations for staging an opera; and meeting actors and directors at various theatre, dance and cabaret performances. Our events have an arts emphasis, or provide access to places you may not have been before. All offer great opportunities to mix with a range of interesting people and learn new things about the arts.

To become an individual Friend of *Business to Arts*, please fill in this form and return to:
 Rowena Neville, Friends Liaison, Business to Arts,
 44 East Essex St, Temple Bar, Dublin 2
 For further information Tel : 01 672 5336
 or email rowena@businessstoarts.ie

Please note that donations over €250 may be eligible to tax relief under Section 484 of the Taxes Consolidation Act 1997.

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 NAME

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 ADDRESS

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 TEL. MOBILE

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 EMAIL

I wish to pay by:
 Cheque (made payable to *Business to Arts*) €

Credit card to be charged with € VISA MASTERCARD LASER

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 CARD NUMBER

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 SECURITY CODE EXPIRY DATE

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 SIGNATURE