

# Allianz Business2Arts Awards 2006



## Winners

**B**USINESS  
**A**RTS

**Allianz** 

## Best Collaboration by a Small Business

The Allianz Business2Arts Awards recognise business sponsorship of the arts as well as collaboration and creativity in business and arts partnerships. As a result, the winning entries demonstrate business and the arts working together to achieve a mutually fulfilling result.

### The Award



The winning companies in 2006 receive a sculpture entitled *Dancers* specially designed and crafted by Liam O'Neill.

Turned from Irish Oak on a Redwood plinth representing the concept of co-operation and intermingling of purpose, *Dancers* portrays the marrying of business and the arts. The act of dancing demands that the mind, spirit and body act together in harmony, becoming a visual representation of the connections between the business patron and the artist.

Liam O'Neill was instrumental in setting up the Irish Woodturners Guild. From 1983-1985 he won First prize at the RDS Craft Competition, Woodturning Section. Liam works from a studio in Spiddal, Co Galway, completing public and private commissions including work for the Millennium Gardens in Birr Castle and Fota House Arboretum, Cork. His work has been included in numerous exhibitions in Ireland, Europe and the USA, and features in the collections of Heads of State and royalty internationally.

### Acknowledgements

The selection of winners was a demanding task for the judges, with an increase in the number of entries received. The Directors of Business2Arts thank them for their time, commitment and enthusiasm which contributed greatly to the success of the judging process.

The Directors of Business2Arts also wish to express their appreciation to Allianz for their invaluable sponsorship of the Allianz Business2Arts Awards. This is the fifth year of this successful collaboration with Business2Arts and we look forward to partnering with Allianz in the future.

The Directors also wish to acknowledge Dublin Airport Authority, who sponsored the award sculptures. The Dublin Airport Authority (formerly Aer Rianta) has been a loyal sponsor of the awards for the past 15 years. In addition the Authority has also kindly sponsored the cash prize of €4,000 for the Special Arts Award.

We would also like to thank the other sponsors associated with the awards: Jury's Ballsbridge Hotel, Pianos Plus and Terroirs Wine Merchants.

### The Judges

This year's judging panel comprised:

Michael Carr  
Human Resources Director, Allianz Ireland

Denis Crowley  
Deputy Managing Director, FEXCO Group

Sarah Dempsey  
Head of Sponsorship & Corporate Responsibility,  
Ulster Bank Group

Sarah Glennie  
Director, Model Arts Centre

Madeleine Keane  
Literary Editor, The Sunday Independent

Martin Mackin (Chair)  
Director, Q4 Public Relations

Mark Mulqueen  
Director, Irish Film Institute

### Business2Arts Patrons

Finally, Business2Arts would like to acknowledge the continuous and generous support of our Patrons who include: AIB Group, Allianz Ireland, Bank of Ireland Group, Bruce Shaw Partnership, Deloitte, Dublin Airport Authority, Earlsfort Centre Developments, ESB, Glen Dimplex, Hardwicke Limited, Irish Life & Permanent plc, The Irish Times, John J Fleming Construction, KPMG, McNamara & Company, O'Reilly Associates Ltd, PricewaterhouseCoopers, Quinlan Private, R&A Bailey, Standard Life, Tilestyle Ltd, Treasury Holdings Ltd and Ulster Bank Group.



### Winner

#### Hudson Associate Architects and Graffiti Theatre Company

Hudson Associate Architects worked with Graffiti, an Educational Theatre Company on the design, renovation and refurbishment of a disused Chapel Building into a youth centre. Hudson's mission was to support the valuable work of Graffiti Theatre Company and to give something back to the community in appreciation and recognition of the contribution that the arts make to the quality of life. The partnership resulted in a unique home for Graffiti comprising an auditorium, rehearsal studio, office space and ancillary facilities. The development also had the support of Cork City Council, owners of the building and the Arts Council. The new centre provides an ideal space for Graffiti to continue to develop their objective of providing high quality theatre experiences for young people. A strong working relationship developed between Hudson and Graffiti which is reflected in the wonderful renovation of the building for its new purpose.



### Highly Commended

#### Barons Self Storage and Interim – TULCA Season of Visual Art

As part of the TULCA Season of Visual Art in Galway, *Interim*, a unique contemporary art exhibition comprising 17 international artists, was sited in Barons Self Storage, Galway. The storage space provided the ideal back-drop for the works and the event was highly successful. Through the association with *Interim*, Barons were provided with a novel way to promote their business.



### Communiqué International and Business2Arts

Communiqué International, the communications consultants, work with Business2Arts in providing workshops for senior arts managers in the art of pitching for sponsorship. Since 2002 Communiqué has worked with Business2Arts to help train over 60 arts professionals. Their objective for getting involved was to make a lasting and tangible contribution to a range of arts disciplines.



### Jazz Architects and Improvised Music Company

The Jazz Architects are seven of Dublin city's leading architectural firms who came together as the main sponsors of the ECM:05 jazz series. The event was organised by the Improvised Music Company to give audiences access to an international jazz concert programme. The pooled approach generated great teamwork and resources for the concert series as well as a chance for the firms to entertain clients, build staff unity and develop professional networking.

# Allianz Business2Arts Awards 2006 Results

## Best Collaboration Enhancing Creativity

### Winner

#### Zinc Design Consultants and Dublin Fringe Festival

The Dublin Fringe Festival needed to find a way of increasing awareness and access to their festival programme. They also wanted to generate more of a street presence. In 2005, Zinc Design came on board to help the Festival achieve these goals. Working closely with the festival team, Zinc helped to create the concept of the Fringe Family in their marketing material, which used different family members and colours to represent strands of the Festival. The concept of the family incorporated accessibility, variety, diverse audiences and captured the imagination of the public. Zinc designed all the festival brochures, a new festival logo and helped plan street activity using themed cones and flags to create a buzz of excitement. The close collaboration proved immensely successful with an unprecedented 53% rise in box office revenue and a 32% increase in ticketed attendance compared to the previous year. Through their extensive work with the Fringe Festival, Zinc were both challenged and rewarded. The success of the partnership was also reflected in Zinc's nomination for awards within their own industry sector.

### Highly Commended

#### Accenture with Fishamble Theatre Company, MacTeo and Karen Egan

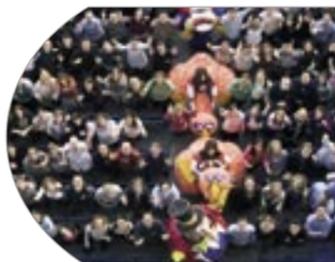
Accenture's Community Communications Day is an important event in their calendar, during which they communicate to the entire staff the aims and objectives of the company. In 2005 they moved away from the traditional agenda and introduced a new creative format with the help of performers from Fishamble, MacTeo and the artist Karen Egan. Staff feedback was overwhelmingly positive and as a result more work has since been commissioned.

#### H. Shiels Ltd and Semper Fi (Ireland)

H. Shiels worked with Semper Fi to stage their production of *Adrenalin* for the Dublin Fringe Festival in 2005, the single most successful box-office production in the ten-year history of the Festival. H. Shiels took on the considerable task of transforming a disused warehouse into a functional seated theatre. Staff became so involved that once the 'theatre' was ready, they volunteered as ushers and security, ensuring 24-hour security to the venue.

#### WLR FM and Red Kettle Theatre Company

Based in Waterford, WLR FM and Red Kettle Theatre Co. have worked in partnership on a variety of projects since 1985. In 2005 they collaborated on a radio play *The Boy Soldier*, about a young Waterford man who was killed in World War 1. The radio play was written, produced and directed by Red Kettle using local actors, and recorded, edited and aired by WLR FM. The collaboration helped to recognise an important element of Waterford's history and was well received in the local community.



# Allianz Business2Arts Awards 2006 Results

## Best Sponsorship In-Kind

### Winner

#### Coillte Teo and Sculpture in Woodland

Sculpture in Woodland's mission is to create greater awareness of wood as a functional and artistic medium and to provide artists with the resources and support to create and exhibit work of artistic excellence. Coillte, who operate on the principles of sustainable forest management, has facilitated Sculpture in Woodland by providing the Devil's Glen wood in Wicklow as a location for its sculptures since 1995. This joint venture has succeeded in creating a unique and stunning free outdoor gallery for the public, with over 20 dramatic sculptures from international artists located throughout the forest. The sculptures have encouraged greater use of the forest by local communities and visitors. In addition to providing a home for the sculptures, Coillte also provide office space and facilities for the Sculpture in Woodland organisation as well as support at Board level. In addition, the staff of Coillte assist in helping to install and maintain the artworks at the Devil's Glen wood.

### Highly Commended

#### Bank of Ireland and Mostly Modern

Bank of Ireland has provided a permanent 'home' at the Bank of Ireland Arts Centre for Mostly Modern since 1995. Mostly Modern presents performances of 20th century and contemporary music. Over the past 10 years this collaboration has allowed them to present 200 concerts, six festivals, as well as hundreds of talks, lectures and premieres of new works.

#### Campbell Bewley Group and The Edwardian Coffee Company with Bewley's Café Theatre

Bewley's Café Theatre has been sited in the Oriental Room of Bewley's on Grafton Street since 1999. During this time it has received sponsorship from the Campbell Bewley Group. In 2005, the new leaseholders of the premises, The Edwardian Coffee Co. agreed to continue the sponsorship. The theatre brings an exciting dimension to the building and has consistently been a source of positive publicity.

#### Hudson Associate Architects and Graffiti Theatre Company

Hudson Associate Architects worked with Graffiti, an Educational Theatre Company on the design, renovation and refurbishment of a disused Chapel Building into a youth centre. Hudson's mission was to support the valuable work of Graffiti Theatre Company and to give something back in appreciation and recognition of the contribution that the arts make to the quality of life.



# Allianz Business2Arts Awards 2006 Results

## Best Collaboration in the Community

### Winner

#### Dublin Docklands Development Authority for Honk!

As part of their extensive Education Programme, the Dublin Docklands Development Authority first introduced free drama classes to 2 schools in their area in 2003. By the academic year 2004/5 the drama classes had extended to 16 junior and primary schools. The aim of the drama programme is to help integrate the Docklands schools, to tackle the issues of bullying and racism and especially to promote self-confidence and self esteem amongst the children. In order to showcase the skills and talents of the children involved, a special performance of the musical HONK! (The Ugly Duckling) was staged in The Helix Theatre. The show was professionally produced, directed, choreographed and costumed and featured 344 children from 16 schools in the Docklands area. The 75 minute musical was performed to an audience of over 2,400 people to great acclaim.



### Highly Commended

#### Cork Chapter XI of Credit Unions and Cork 2005 Residency Programme

Cork Credit Union Chapter XI and Cork 2005 worked together to create a unique residency programme as part of the European Capital of Culture. The programme facilitated diverse communities to work with professional artists and resulted in exhibitions, plays, publications and performances throughout the city and county.



#### Murray O'Laoire Architects and Corcadorca Theatre Company

As part of Corcadorca's "Relocation" Programme Murray O'Laoire Architects sponsored *The Merchant of Venice* in the newly refurbished Courthouse in Cork. Murray O'Laoire provided both financial support and invaluable architectural expertise to Corcadorca for this exciting event. They also took the opportunity to host special events for staff during the play's run.



# Allianz Business2Arts Awards 2006 Results

## Best Collaboration Enhancing Corporate Identity

### Winner

#### Glen Dimplex and The Irish Writers Centre

In March 2006 Glen Dimplex and the Irish Writers Centre announced The Glen Dimplex New Writers Awards. The awards are aimed exclusively at emerging writers and offer unprecedented support and exposure for new writers. There is a total prize fund of €45,000 and awards will be made to the best first book published by an author within 5 categories – fiction, poetry, children's literature, non-fiction and Irish language. Each category winner will receive a prize of €5,000. The Glen Dimplex New Writer of the Year, chosen from the category winners will receive a further €20,000. In addition to sponsoring the prize fund, Glen Dimplex have gone a step further by making a significant financial contribution to the administration, publicity and awards ceremony event. The awards have helped to raise the profile of the Irish Writers Centre as a development agency for writers and are another fine example of the consistent support offered to the arts by Glen Dimplex.



### Highly Commended

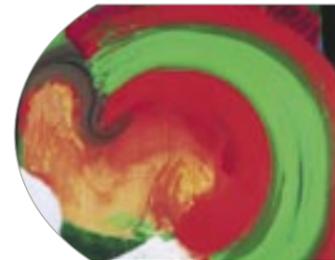
#### The Bowen Group and Crawford Municipal Art Gallery

Last year, the Bowen Group collaborated with the Crawford Municipal Art Gallery in sponsoring *Airgeadóir* – Silver and Gold Exhibition and the James Barry Exhibition. Both exhibitions were very successful for the Gallery and proved to be an excellent opportunity for branding, promotion and corporate entertainment for The Bowen Group.



#### H&K International and The Irish Museum of Modern Art

Over the past 2 years H&K International has collaborated with IMMA on 3 exhibitions. These were *Siar 50* (celebrating 50 years of Irish Art) and exhibitions of the work of Tony O'Malley and Howard Hodgkin. The growing relationship with H&K has enabled the Museum to present important exhibitions that would otherwise not have been possible. In turn H&K has been associated with excellent shows which helped to raise their own profile.



#### Hughes & Hughes and the Irish Book Awards

The inaugural Irish Book Awards took place in March 2006 and are an evolution of the Hughes & Hughes Irish Novel of the Year. Hughes & Hughes administer the awards which help to support and promote Irish authors. There are 3 categories, with a total prize fund of over €22,000 and there were over 160 entries in 2006.



# Allianz Business2Arts Awards 2006 Results

## Best Ongoing Collaboration

### Winner

#### Anglo Irish Bank and The Abbey Theatre

Anglo Irish Bank have sponsored the 'Writer in Association' in The Abbey Theatre for the past 19 years. The sponsorship enables The Abbey to commission a new play every year from the current writer in association, which is then produced on The Abbey or Peacock stage. The Abbey was founded by writers for writers and this award recognises the centrality of the playwright in the creative process of play-making at the theatre. Former recipients include leading Irish playwrights such as Tom Murphy, Frank McGuinness, Mark O'Rowe, Marina Carr and Conor McPherson. This long running sponsorship by Anglo Irish Bank has provided consistent support for The Abbey and has made a significant contribution to Irish theatre and society through its creation of new writing.

### Highly Commended

#### Ardmore Studios and Samhlaíocht, The Kerry Film Festival

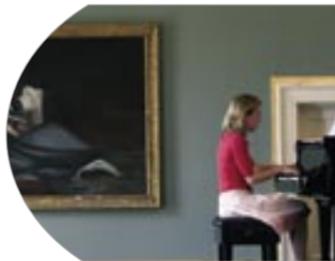
The Kerry Film Festival was established in 2000 and is Ireland's fastest growing short film festival. Ardmore Studios supports Samhlaíocht through the sponsorship of the festival awards and by sending a representative of the Festival to Cannes for promotional and networking purposes. Through the support of Ardmore Studios the Festival has been in a position to develop an ambitious plan for the future.

#### IIB Bank Ltd and Music in Great Irish Houses

IIB Bank has sponsored Music in Great Irish Houses since 2000. Music in Great Irish Houses is Ireland's longest running chamber music festival which offers a unique musical experience to audiences. In 2005 IIB's sponsorship enabled the Festival to move beyond the Dublin area and to produce a CD for the first time.

#### Penneys and the Irish Association of Youth Orchestras

Since 1996 Penneys has sponsored the IAYO annual Festival and the Penneys / IAYO Youth Orchestra Achievement Awards. The sponsorship has developed over the years, with over 80 orchestras participating in the Festival during this time. Penneys' involvement is crucial in ensuring the continuation of this flagship event and is an opportunity for them to make a beneficial and meaningful contribution to the community.



# Allianz Business2Arts Awards 2006 Results

## Judges Special Recognition Award

### Winner

#### Diageo Ireland for the Guinness Jazz Festival

The judges have selected Diageo Ireland for this year's Special Recognition Award in respect of the Guinness Jazz Festival which celebrated its 25th year as a partnership in 2005. The Festival has become a world renowned event and in 2005 there were over 1,000 musicians from 32 countries performing jazz and jazz inspired music at over 85 venues in the city. Last year it attracted over 40,000 people to Cork for the October Bank Holiday weekend and it is now the biggest musical event in Cork's cultural calendar. The judges were particularly impressed with the length and depth of Diageo's support of the Jazz Festival Committee. Guinness is synonymous with the Jazz Festival and the partnership has grown significantly over the years with the company playing a major role helping to 'reinvent' the Festival in the mid-1990s. Today Diageo's team works closely with the Festival Committee on the strategic and artistic planning for the Festival. This is particularly beneficial in terms of tapping into Diageo's Global network and contacts with the world's top jazz agents. Of course, the company makes a significant financial investment in the Festival on a scale more typically associated with major sports sponsorships. Diageo also gives the Festival the full support of their highly skilled marketing team and support agencies to assist in areas such as advertising, PR and venue management.

The judges also commended Diageo for the cultural impact of the Guinness Jazz Festival which has helped to encourage the growth of several fringe festivals in the surrounding areas of Cork including the Kinsale Jazz Festival, also sponsored by Guinness. In addition, the Guinness Jazz Festival played an important part of the celebrations for Cork 2005 as the European Capital of Culture by presenting its most extensive jazz programme to date.



## Dublin Airport Authority €4,000 Special Arts Award

### Winner

#### Improvised Music Company

The Judges have chosen the Improvised Music Company as the recipient of the Dublin Airport Authority €4,000 Special Arts Award in respect of their imaginative and effective collaboration with the Jazz Architects. In 2005 the Improvised Music Company (IMC) enlisted the support of seven of Dublin's leading architectural practises to help sponsor the ECM:05 jazz music series. The Jazz Architects, as they became known, are Burke Kennedy Doyle, KMD Architecture, Pierce & Associates, Murray O'Laoire Architects, Mitchell & Associates, Ashlin Coleman Architects and Duffy Mitchell O'Donoghue Architects. This proved to be a very successful partnership for IMC which allowed them to veer away from the traditional approach of one title sponsor and instead pool the resources of a number of companies under a shared identity. IMC's relationship with the Dublin architectural community had existed socially for years with many architects attending their events and some even taking part as musicians. Following some initial support from architectural firms for IMC's 2003 piano concert series, they decided to enlist the support of a wider group of firms for the ECM:05 jazz series. The support of the Jazz Architects, along with other cultural and media support, helped to give Dublin audiences access to an international concert programme of the highest calibre.

IMC is commended by the judges for creating an imaginative sponsorship programme of collective support for jazz events in Ireland. As part of the collaboration, IMC ensured that each of the seven Jazz Architects received appropriate branding and an opportunity to host a specific concert during the year long series, which allowed the firms to involve staff and clients. Goethe coined the phrase that "Architecture is frozen music" and judging from the relationship developed by IMC with the Jazz Architects there is plenty of evidence to support the philosopher's assertion.



# Allianz Business2Arts Awards 2006 Results

## Allianz Business2Arts Awards 2006 Nominations

The following is a brief overview of the remaining nominations entered for the Allianz Business2Arts Awards. This excludes nominations which won or were highly commended.

### Accenture

In 2005 Accenture exclusively sponsored the Gaiety Season at the Dublin Theatre Festival. The Season hosted both the Festival's leading production, the Tony Award-winning *I Am My Own Wife* and *Romeo and Juliet*.The sponsorship provided Accenture with the opportunity to support the arts and emerging artists, as part of their goal of being a good corporate citizen.

### Accenture

Accenture worked with the Institute for the Conservation of Historic and Artistic Works in Ireland to develop a business plan. With the help of a business mentor from Accenture the Institute developed new ways of marketing their current activities, located affordable office space and found new sources of funding.

### AIB

AIB and Bui Bolg have worked in partnership since 2003, with large Bui Bolg puppets entertaining people throughout the country at GAA matches.Through this partnership AIB is able to raise the profile of its sponsorship. In turn, Bui Bolg are reaching new audiences, and receiving regular financial support.

### AIB

AIB and The National Concert Hall collaborated to stage *The Snowman Christmas Special* in December 2005. The show which was seen by over 6,000 children and their parents included a professional 38 piece orchestra, a stage school of dancers and a celebrity narrator. The National Concert Hall worked with the AIB Better Ireland Programme inviting over 1,000 children from a range of communities to attend a special performance.

### AIB

AIB has worked in partnership with the Press Photographers Association for the last 4 years to hold the Annual AIB PPAI Awards and Exhibition. The awards showcase Irish press photography and the subsequent exhibition tours to venues nationally and internationally. This sponsorship has resulted in branding and promotional opportunities for AIB.

### An Post

An Post and The Ark worked in partnership on The Ark Stained Glass Project and Exhibition. The project commemorated the 75th anniversary of the death of Irish artist Harry Clarke, with 5 schools working with Irish stained glass artist PeterYoung to design, create and construct a stained glass window for permanent installation in their school.

### Anglo Irish Bank

Anglo Irish Bank has sponsored the RTÉ National Symphony Orchestra's flagship annual season of 30 concerts at the National Concert Hall since 2004. In 2005 Anglo Irish Bank and the NSO worked with Warrenmount School in Dublin 8 to design and deliver an innovative music programme involving 89 musicians and 280 students. The sponsorship played an important part in Anglo Irish Bank's Corporate Social Responsibility programme.

### Bank of Ireland

In June 2005 Bank of Ireland supported the premiere of *A Little Bit of Blue* at Andrew's Lane Theatre, which was a play about the Dublin football team by Alan Archbold produced byThe Passion Machine. The sponsorship was essential to the success of the play and offered Bank of Ireland the opportunity for staff and corporate entertaining.

### Bausch & Lomb

As part of their responsibility to their local community in Waterford, Bausch & Lomb have worked with Garter Lane Arts Centre since 2000 on a range of projects and events. In 2005, Bausch & Lomb sponsored a fundraising event which helped the centre to raise funds towards the renovation of their theatre space.

### Bombay Sapphire

To promote Bombay Sapphire's striking image, and their commitment to supporting design and the arts, an innovative competition was developed with the Institute of Designers in Ireland to creatively stimulate the young design industry. The challenge was to design the ultimate crystal martini glass, which would be then made by Waterford Crystal, and represent Ireland at a global competition.

### Clifden Station House Hotel

The Clifden Station House Hotel supports the Clifden Arts Festival in bringing high quality art and performers to Co. Galway. The Clifden Station House Hotel provides financial support, accommodation for visiting performers and a venue for events. In turn, the hotel has seen an increase in patronage and played an important role in the local community festival.

### Denny (Kerryfoods)

The Denny Treasure Hunt has been part of the annual programme of the St Patrick's Festival since 2001. The treasure hunt is designed to encourage people of all ages to rediscover Dublin City in a fun way. For the past 3 years Denny has also sponsored *The Denny Big Day Out*, with over 100,000 people attending.

### Dublin Bus

Dublin Bus, as part of it's goal of "serving the entire community" collaborated with the students of IADT in Dun Laoghaire to increase access to the arts by using the exterior of a bus as a unique canvas. A bus wrapped in the artwork of 8 aspiring artists, travelled through the city on different routes for eight weeks during April and May.

### Eagle Star

In 2005 Eagle Star collaborated with Music Network to present *The Chieftains* in concert at the National Concert Hall.The proceeds from the event were used by Music Network to fulfil its mission of bringing affordable, quality music to communities all over Ireland.

### Exclusive Blinds

Exclusive Blinds supported the Wall of Fame in Temple Bar, which was launched in October 2005. The Wall of Fame was established to pay tribute to the wealth of extraordinary musical talent in Ireland and has a corresponding website which allows the public to vote for Wall of Fame contenders.

### Fingal County Council

Since 2004 Draíocht in association with Fingal County Council have worked together on Spréacha - the Fingal Arts Festival for Children. Fingal County Council has provided full support for the Festival, ensuring that the event is low-cost and accessible. The Festival is seen as part of the development plan for the Fingal area.

### Fota Wildlife Park Ltd

Cork Printmakers and Fota Wildlife Park collaborated on a special art project within primary schools. The aim was to heighten awareness about endangered animals and enable students to develop their skills of visual expression. An exhibition of the prints produced took place in May, raising money for the 'Save the Rhinos' campaign.

### Gaelachas Teo

Since 1994 Gaelachas Teo has given its venue free of charge to the Capeclear International Storytelling Festival on Cléire Island.The Festival encourages the use of the Irish language and helps to attract tourists to the island.The support of Gaelachas Teo has helped the Festival to present bigger events.

### GE Money

As part of the 2006 St Patrick's Festival, GE Money was the title sponsor for the opening event – GE Money Oíche, a musical and aerial spectacle based in Smithfield. The event was one of the Festival's highlights and helped build brand awareness for the sponsor.

### Glen Dimplex Group

Glen Dimplex has been a Gold Sponsor of Dublin Theatre Festival since 2003 as part of it's ongoing commitment to the arts. In 2005 Glen Dimplex exclusively sponsored one of the Festival's leading productions, *Laurel and Hardy*. The sponsorship provided marketing and branding opportunities for the company as well as entertaining staff and corporate clients.

### Greenstar

Greenstar have worked with the Mermaid Arts Centre over the past 2 years to develop *The Mermaid Greenstar Open Exhibition*. The exhibition invites submissions from artists in Co. Wicklow and offers a cash prize for the overall winner. The partnership generated positive publicity for both partners within the local community.

# Allianz Business2Arts Awards 2006 Results

## Allianz Business2Arts Awards 2006 Nominations

### Heineken Ireland

Heineken was an Official Partner of Cork 2005. Their aim was to ensure that 2005 became a memorable year for the city, where Heineken's roots go back to 1856. Through sponsorship of the Cork 2005 Music Programme, Heineken helped to add key events to the calendar.

### Highland Radio

Since 1999 Highland Radio has supported An Grianan Theatre in Letterkenny. Highland Radio provides advertising and technical support to the theatre and in turn receives marketing opportunities, tickets and an opportunity for staff to become involved in the theatre.

### IONA Technologies

In the summer of 2005, IONA Technologies collaborated with the Chester Beatty Library and the Graphic Studio Dublin to present *Gardens of Earthly Delight*. This major exhibition saw 39 leading artists produce a print in response to garden imagery in the CBL collection. The event was highly successful and challenged IONA's staff, who worked on the exhibition marketing material.

### Irish Examiner

Since 1999, the Irish Examiner has worked with Ireland's only community orchestra - the Cork Pops Orchestra. The Irish Examiner has provided the orchestra with support in terms of advertising, business mentoring and corporate engagements.This support has enabled the orchestra to fund the research and development of their educational programme.

### Kerry Group

The Kerry Group has worked with Samhlaíocht Easter Arts Festival since 1992. The Festival promotes and encourages creativity, participation and appreciation of the arts amongst the people of Kerry.The Kerry Group have provided both financial support and business mentoring to the Festival.

### Nokia Ireland

Nokia have worked with the Darklight Festival since 2004 to promote the potential of mobile distribution of digital film. In 2005 the Nokia Darklight Pocket Movie Challenge saw over 200 films submitted. Nokia's aim was to engage with the Festival's audience in a rich multimedia experience using Nokia handsets.

### Office of Public Works

Farmleigh opened in July 2001 and operates under the management of the OPW. The public access programme has attracted 565,000 visitors to date, and includes different monthly themes. OPW staff play an important role in helping to plan, develop and deliver the cultural events programme at Farmleigh.

### Pramerica Financial

Pramerica Financial have supported An Grianan Theatre in Letterkenny since its foundation in 2000. Pramerica provides sponsorship of specific events, technical assistance and encourages its staff to attend plays at the theatre. The partnership has also helped Pramerica to build more public awareness in the local community.

### RHM Ireland Ltd

RHM Ireland has worked with Children's Books Ireland since 1990 on The Bisto Book of the Year Awards.The awards help to support the continued development of quality children's books. The importance that RHM place on the awards is illustrated by a doubling of the prize fund in 2006.

### RTÉ

RTÉ has worked in partnership with the All Ireland Drama Festival for the past three years. The Festival showcases amateur theatre from all over the country at the annual event in Athlone. With the support of RTÉ the Festival has increased in profile and become an important community event.

### RTÉ lyric fm

RTÉ lyric fm has worked in partnership with Music Network for the past 3 years. Music Network is a key organisation with a reputation for the promotion of quality live music events. lyric fm helps to promote and broadcast Music Network's concerts and Festivals.

### Shannon Foynes Port Company

Shannon Foynes Port Company has supported the Foynes Flying Boat Museum, the Irish Coffee Festival and Samhlú Festival since locating to Foynes in 2001. The Shannon Foynes Port Company has provided financial support, facilities and sites for these unique events. The collaboration has improved community and staff relations for the company.

### TG4 (Seirbhisigh Theilifis na Gaeilge)

Over the past five years TG4 has collaborated with Earagail Arts Festival on a range of events that aimed to present the Irish language and traditional art-forms from a new and exciting perspective. TG4 have supported the festival through advertising and financial support. In turn,TG4 received the opportunity for quality programming and as a means to enhance their "Súil Eile" brand.

### The Irish Times

Through in-kind sponsorship from The IrishTimes, the Dublin Theatre Festival was able to widely promote itself and reach a larger audience through advertisements in the newspaper. In return, The Irish Times was able to increase its association with theatre as well as entertain corporate clients, staff and readers at Festival shows.

### Tower Hotel Group

Castleknock Hotel & Country Club is a new development on the outskirts of Dublin which boasts displays of contemporary art in each of its 144 rooms, 4 suites, and in the public areas of the hotel. The Tower Hotel Group took the opportunity to show and support living Irish artists in it's new collection.

### Tower Hotel Group

Tower Hotel Group has supported IMAGINE Waterford Arts Festival for the past three years by providing free accommodation for visiting performers and a venue space for live performances. Tower Hotel Group received marketing and brand opportunities and enhanced their standing in the local community.

