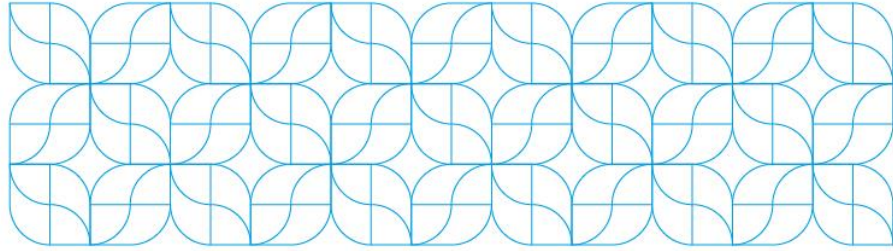


Business to Arts
Awards



Business to Arts Awards

Entry Questions for the Jim McNaughton Perpetual Award for Best Commissioning Practice

If you have any questions regarding this document,
please contact the *Business to Arts* team by [email](#)

CONTACT INFORMATION

Name of Business Partner:

Relevant Business Sector:

Please select:

- Advertising/Marketing/PR
- Agriculture
- Banking/Finance
- Construction/Property
- Consulting
- Education
- Energy/Utilities
- Engineering
- Food & Beverage
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Media
- Not For Profit
- Pharmaceuticals
- Recreation
- Retail
- Semi-State
- State
- Technology
- Telecommunications
- Transportation
- Other

If other, please specify:

Name of Director/CEO (Business Partner):

Name of Awards Contact (Business Partner)

(Who is managing your Awards entry for the Business Partner?)

Job Title of Awards Contact (Business Partner)

(Job Title of Awards entry contact of the Business Partner)

Postal Address of Business Partner

County of Business Partner

Email of Awards Contact (Business Partner)

Telephone of Awards Contact (Business Partner) *(Please insert phone number in international format with no spaces e.g. +35316629238 or +442890440122)*

Name of Arts Partner:

Artform of Arts Partner:

Please specify artform:

- Arts & Health
- Arts/Cultural Services
- Arts Development & Services
- College/Education
- Community Arts
- Craft
- Dance
- Design (including fashion)
- Festivals/Events
- Film
- Heritage
- Library
- Literature
- Museum
- Music
- Multi-Disciplinary
- Street Theatre/Circus/Spectacle
- Theatre
- Traditional Arts
- Venue
- Visual Arts
- Other

If other, please specify:

Name of Director/CEO (Arts Partner) *(Please insert N/A if it does not apply)*

Name of Awards Contact (Arts Partner)
(Who is managing your Awards entry for the Arts Partner?)

Job Title of Awards Contact (Arts Partner)

Postal Address (Arts Partner)

Email of Awards Contact (Arts Partner)

Telephone of Awards Contact (Arts Partner) *(Please insert phone number in international format with no spaces e.g. +35316629238 or +442890440122)*

CRITERIA (Part 1)

Please give a short description of your entry (max 150 words)

What methods were used to activate the commission. Please select all relevant:

- Branded signage, PR, printed literature, advertising
- Marketing campaign promoting partnership
- Staff engagement activities
- Digital campaign
- Bespoke events for clients/staff/stakeholders
- Specially branded area on-site/at event or venue
- Provision of staff or volunteering by staff during programme
- Other (please specify)

Please describe how the commission has excelled at the above (max 200 words)

(Note: Please use examples of specific activation strategies/tactics, their results or other insights.)

Approximately how much cash did the Business Partner spend on the commission (excluding activation).

(Note: You can insert 'I don't know' or 'confidential' but the more information provided is better to allow the judging panel to make a comprehensive decision)

Approximately how much did the Business Partner spend on the commission as in-kind support (excluding activation). Please value this figure in Euro.

(Note: You can insert 'I don't know' or 'confidential' but the more information provided is better to allow the judging panel to make a comprehensive decision)

(In-Kind support is the provision of goods or services rather than cash.)

Approximately how much cash did the Business Partner spend on activation.

(Note: You can insert 'I don't know' or 'confidential' but the more information provided is better to allow the judging panel to make a comprehensive decision)

(Activation is the method used to bring a sponsorship to life through a strategic, integrated campaign that leverages the full potential of a wide range of marketing communications tools (print, mobile, media, interactive, etc.), in order to maximise results.)

Approximately how much did the Business Partner spend on activation as in-kind support. Please value this figure in Euro.

(Note: You can insert 'I don't know' or 'confidential' but the more information provided is better to allow the judging panel to make a comprehensive decision)

(Activation is the method used to bring a sponsorship to life through a strategic, integrated campaign that leverages the full potential of a wide range of marketing communications tools (print, mobile, media, interactive, etc.), in order to maximise results.

In-Kind support is the provision of goods or services rather than cash.)

CRITERIA (Part 2)

Explain the background and the context of the commission (max 250 words)

Was the artist selected by:

- Open call / tender
- Limited call / tender
- Direct approach
- Other

Please give full details, and a timeline for this process (max 250 words)

Is this a multi-annual commission?

- Yes
- No

If yes, please outline the duration: (max 100 words)

What were the key objectives for this commission:

- To create an artwork reflecting the mission or a particular milestone of the organisation
- To create a new artwork to improve the work environment of the organisation
- To engage staff
- To promote a new project
- Other (please specify)

Please describe how the commission is successful and/or innovative at fulfilling the key objectives: (max 250 words)

(Note: Please use specific research, statistics or other insights which demonstrate the above.)

How much was paid to the artist for this commission? (max 100 words)

(Note: You can insert 'I don't know' or 'confidential' but the more information provided is better to allow the judging panel to make a comprehensive decision)

Does the Business Partner have other commissioning projects? (max 250 words)

How did the Business Partner measure success of the partnership. Please select all relevant: *(E.g. staff engagement in the project, social media response, creative opportunities for client hosting, branding opportunities, etc.)*

- Media monitoring
- Total audience numbers
- Customer/client attendance numbers
- Online campaign measurement
- Staff engagement numbers
- Analysis of sales/trial/usage of products
- Audience survey results
- Customer/client survey results
- Staff survey results
- Other (please specify)

Number of press features. Please indicate split between traditional/digital media.

Please indicate the total audience numbers. *(Please insert as a number)*

Please detail the customer/client attendance numbers.

Please detail measurement of online campaign i.e. website views, clicks, social media, etc.

How many staff participated? *(Please insert as a number)*

Please describe how the partnership was successful at fulfilling the measures above
(max 200 words)

How did the artist measure the success of the partnership. Please select all relevant:

(E.g. the successful creation of a small or large-scale artwork, the completion of a series of interactive workshops, higher engagement with the local community, more awareness around the artwork, etc.)

- Attracted new audiences
- Increased revenue
- Enhanced visibility
- Produced new work/programme
- Increased social media engagement
- Other (please specify)

Please describe how the partnership was successful at fulfilling the measures above
(max 200 words)

In 2019/20, how did the arts sponsorship spend of the Business Partner compare to 2018/19? This includes rights fees and activation. Please select:

- It increased
- It decreased
- It stayed the same

In 2020/21, how will the arts sponsorship spend of the Business Partner compare to 2019/20? This includes rights fees and activation. Please select:

- It will increase
- It will decrease
- It will stay the same
- It will not continue

In 2019, what other arts partnership/sponsorship in Ireland stood out for you? (max 100 words)

This is a question specifically for the Business Partner. Please do not state your own organisation

In 2019, what other cultural organisation do you consider to have a strong sponsorship relationship in place? (max 100 words)

This is a question specifically for the Arts Partner. Please do not state your own organisation

Please note this document is for reference only. All entries must be submitted via the online entry form – www.businessstoarts.ie/awards