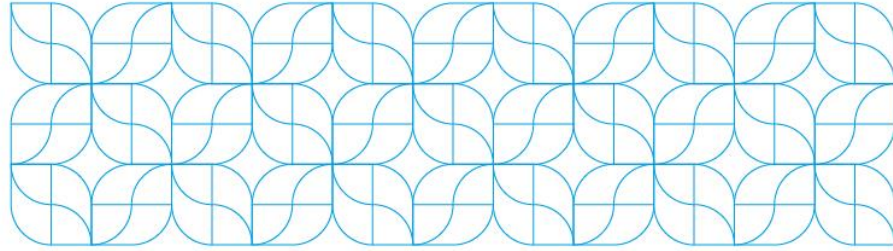


Business to Arts
Awards



Business to Arts Awards

Entry Questions for the following categories:

Best Large Sponsorship (> €25,000) supported by Arthur Cox

Best Small Sponsorship (< €25,000)

Best Long Term Partnership (3 years or more) supported by The Irish Times

Best Use of Creativity in the Community supported by Irish Life

Best Use of Creativity in the Workplace supported by ESB

**Note: Contact Information and Criteria (Part 1) questions are the same for all categories.
Criteria (Part 2) questions contain both general and category specific questions,
and are outlined on the relevant pages below.**

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

Contents

CONTACT INFORMATION	3
CRITERIA (Part 1)	5
CRITERIA (Part 2): General Questions	7
CRITERIA (Part 2): Specific Questions for Best Long Term Partnership	9
CRITERIA (Part 2): Specific Questions for Best Use of Creativity in the Community	10
CRITERIA (Part 2): Specific Questions for Best Use of Creativity in the Workplace	11

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)
(Job Title of Awards entry contact of the 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)

Is the geographic focus of your partnership:

- Regional
- National
- International
- Other

If other, please specify details:

How long has your partnership been in existence *(Please select number of months, years, etc)*

- 0-12 months
- 1-3 years
- 3-5 years
- 5 years+

If your partnership is multi-annual, please outline the duration i.e. what year did it start, and what year will it end? (max 100 words)

Does the Business Partner have other arts partnerships?

- Yes
- No

If yes, please list the other arts partnerships of the Business Partner (max 200 words)

Does the Arts Partner have other business partnerships?

- Yes
- No

If yes, please list the other business partnerships of the Arts Partner (max 200 words)

How did your partnership come into existence and describe how it has evolved
(max 200 words)

(How did the partners initially meet/establish the partnership? Did the partnership develop into a longer-term, more substantial partnership? As the partnership progressed, did it involve any additional business or arts partners?)

Outline the key objectives of the partnership for the Business Partner. Please select all relevant:

- It creates unique events/experiences for a variety of stakeholders
- It engages specific customers/consumers/client types
- It addresses a specific business need
- It enhances and increases awareness of our organisation's brand
- It helps change/reinforce our brand image
- It engages our staff
- It creates a variety of activation opportunities
- It fulfils a personal/organisational strategy for arts sponsorship
- It represents value for money for our investment
- Other (Please specify)

Please describe how the partnership is successful and/or innovative at fulfilling the key objectives for the Business Partner (max 200 words)

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

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

(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.)

- 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 partnership 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 partnership (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 partnership 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): General Questions

The general questions outlined below are applicable for all categories.

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 Arts Partner 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 organisation 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 corporate/business sponsor of the arts 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

CRITERIA (Part 2): Specific Questions for Best Long Term Partnership supported by The Irish Times

Over this period, what are the greatest successes or challenges the partnership has addressed? (max 250 words)

Do you complete an annual evaluation of the partnership?

- Yes
- No

If you do complete an annual evaluation, please detail how: (max 250 words)

Does this evaluation influence future activities? If so, how? (max 250 words)

→ Criteria (Part 2): General Questions will be found following these questions on the online form.

CRITERIA (Part 2): Specific Questions for Best Use of Creativity in the Community supported by Irish Life

What community groups are involved in your partnership? (max 250 words)

How many members of the community were involved in this project? *(Please insert as a number)*

How is your partnership having an impact on the targeted community? (max 250 words)

Did you complete an evaluation of the partnership and its participants?

- Yes
- No

If you did complete an annual evaluation, please detail how: (max 250 words)

Has this evaluation influenced future activities? If so, how? (max 250 words)

→ Criteria (Part 2): General Questions will be found following these questions on the online form.

CRITERIA (Part 2): Specific Questions for Best Use of Creativity in the Workplace supported by ESB

How many staff were involved in this project? *(Please insert as a number)*

Did activities take place within working hours or after hours? (max 250 words)

How is your partnership having an impact on the staff involved? (max 250 words)

For the duration of the project, how have staff's involvement and interaction resulted in greater interest in creativity? Please provide testimonials (short quotes) from the perspectives of both parties if possible. (max 500 words)

(E.g. increased levels of creative activity, more confidence to try new skills, etc.)

Did you complete an evaluation of the partnership and its participants?

- Yes
- No

If you did complete an annual evaluation, please detail how: (max 250 words)

Has this evaluation influenced future activities? If so, how? (max 250 words)

→ **Criteria (Part 2): General Questions will be found following these questions on the online form.**

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