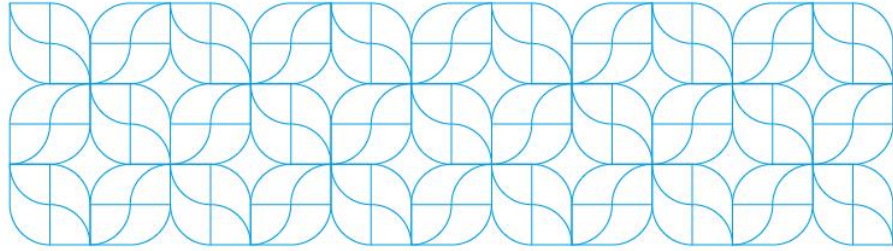


Business to Arts  
Awards



## **Business to Arts Awards**

### **Information Pack**

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

## Share the story of your creative partnership

The Business to Arts Awards recognise outstanding examples of artists, arts organisations and businesses that work together in areas such as sponsorship, commissioning, staff training and events, CSR initiatives, philanthropy and community engagement.

It is more important than ever to champion partnerships that continue and are evolving. Nominate your partnership to join the prestigious list of winners, which demonstrate the very best models developed in Ireland.

The closing date for receipt of entries is 5pm, Wednesday 16 December 2020.

## Our Sponsors

2021 will mark the 29th edition of the Business to Arts Awards and will include a COVID-19-adapted Ceremony, which will take place in April 2021 and will be broadcast online from the GPO. Supporters of the Awards include Accenture, Arthur Cox, daa, ESB, Irish Life, The Arts Council / An Comhairle Ealaíon, The Irish Times, TileStyle and An Post.

For the 29th year, daa will commission the award sculpture presented to winners of the Business to Arts Awards. This is one of the longest recurring commissions of artists by any business in Ireland. In recent years, the artists commissioned have included Emma Bourke (Mayo), Ed Miliano (Dublin), Kevin Callaghan (Cork) and Cara Murphy (Down). The next commissioned artist will be announced in February 2021.

For the 13th year, we mark the memory of our good friend, and former Chair, Jim McNaughton with two awards that celebrate the commissioning process and emerging artists sponsored by TileStyle and the McNaughton Family.



## Award Categories

As well as arts sponsorship, the Awards seek to embrace and recognise examples of arts and business organisations working in areas such as commissioning artists, CSR initiatives, mentoring, training, staff development, philanthropy, etc. Projects must have taken place between **May 2019 and December 2020**.

Please bear in mind that your partnership may be eligible for more than one category.

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

For a business or organisation that has worked with a not-for-profit or commercial arts organisation, venue or artist(s) in a sponsorship relationship with a value of €25,000 or over, whether made up of cash, in-kind support, or both.

**2. Best Small Sponsorship (< €25,000)**

For a business or organisation that has worked with a not-for-profit or commercial arts organisation, venue or artist(s) in a sponsorship relationship with a value under €25,000, whether made up of cash, in-kind support, or both.

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

For a business or organisation that has partnered with a not-for-profit or commercial arts organisation, venue or artist(s) for three years or more, creating an event or programme that makes an impact or has consistently enhanced its activation or engagement strategies.

**4. Best Use of Creativity in the Community supported by Irish Life**

For a socially and culturally responsible project that results in engagement by a community in creativity (including the arts, craft & design, heritage, etc.). This project may address issues of access (e.g. through technology), enable education and learning, help communicate the power of creativity, or, quite simply, be fun!

**5. Best Use of Creativity in the Workplace supported by ESB**

For a business or organisation that has worked with an arts organisation or artist(s) in an innovative and mutually beneficial way, bringing creativity into the workplace or engaging staff in the arts or a creative process.

**6. Jim McNaughton Perpetual Award for Best Commissioning Practice**

This perpetual award rewards excellence and best practice in the commissioning of artists and creatives by companies. The award recognises commissioning across all art forms. Nominations in this category must provide a comprehensive overview of the process involved.

**7. Jim McNaughton / TileStyle €10,000 Bursary for Artists**

A €10,000 Bursary will be awarded towards the evolution of a work / body of work or project by an emerging artist(s) in any art form. The bursary is designed to develop an artist's creative practice and help take an idea to realisation, whether that be in writing, composing, performing, or creating in a visual or other medium. Nominations must be made by a partnering business, arts or other organisation, and must include information on the artist(s), the partnership, and how the Bursary will be used.

**8. Best Philanthropic Support to the Arts supported by the Arts Council**

Artists, arts organisations and other non-profit organisations with established arts programmes/activities are invited to nominate an individual, corporate foundation, trust or other philanthropic organisation, that has shown a strong commitment to arts philanthropy and are deserving of winning this new award.

All the categories above can be entered for via the online entry form located at [www.businessstoarts.ie/awards](http://www.businessstoarts.ie/awards)

**Closing date for entries is 5pm, Wednesday 16 December 2020.**

**There is one further Award which will be presented on the night also:**

**9. Judges' Special Recognition Award supported by Accenture**

This category cannot be applied for specifically – all entries are eligible to be shortlisted by the Judging Panel. The Judging Panel will be looking for a business or an arts organisation that have a diverse portfolio of partnerships which address a range of strategic objectives or demonstrate an outstanding commitment to private sector investment in the arts through their scale of activity.

## Judging Criteria

The Business to Arts Awards champion outstanding relationships between businesses, artists and arts organisations. The Awards seek exceptional partnerships in areas such as sponsorship, commissioning, training and events, staff programmes, CSR initiatives, philanthropy and community engagement. In their evaluation, the judging panel focus on the level of success and creativity in achieving both the business and arts organisations (or individual artist's) objectives, the history behind the partnership and how the partnership has been successfully activated.

### Your entry will be judged on the following points:

- How the partnership came into existence, it's evolution and duration
- The key objectives and targets established for the partnership and the strategies used to successfully activate the partnership e.g. marketing campaigns, bespoke events for clients, branded signage, PR, staff engagement, etc.
- New and innovative methods used to drive awareness and deliver the partnership in the context of COVID-19
- An overview of the activation spend including the cash and/or in-kind sponsorship budget allocated and its percentage of the overall project budget. (This must be included but will be treated in the strictest confidence). This will assist the judging panel in understanding if the return was commensurate with the spend
- How both partners measure the success of the partnership and an overview of your main achievements
- The key outcomes of the partnership and whether the relationship between the partners has changed and adapted to the environment / COVID-19

The judging panel will apply these criteria irrespective of the scale or financial value of the partnership.

## Entry Procedure

To enter a project, event or individual for an award, the business and the arts organisation / artist should complete the online entry form located at [www.businessstoarts.ie/awards](http://www.businessstoarts.ie/awards). The online entry form consists of a series of questions, all of which must be completed, and which relate to the judging criteria as listed above.

This is an online entry system, allowing your nomination to be saved and amended, before final submission ahead of the closing date of **5pm, Wednesday 16 December 2020**.

Upon registering, you will receive an email confirming your log-in details. Once the entry deadline is reached, the system will automatically prevent any additional submissions. If you have any questions on the entry process, please contact the *Business to Arts* team by email on [awards@businessstoarts.ie](mailto:awards@businessstoarts.ie) and they will be able to assist you.

## Rules

1. The **Business to Arts Awards 2020/21** are open to all businesses and organisations (of whatever nationality) promoting, using or supporting artists or the arts (of whatever nationality) within the Republic of Ireland, and to all businesses promoting Irish arts or Irish arts organisations overseas. Heritage, craft and design organisations or projects are eligible for entry.
2. Nominated partnerships must have taken place between **May 2019 and December 2020**.
3. Businesses, philanthropists and other organisations that have engaged with more than one arts project, artist or arts organisation may submit more than one entry.
4. In cases where an arts project, artist or arts organisation has more than one partner, each partner is eligible to be entered but a separate entry must be submitted. This rule will not apply where two or more businesses have collaborated jointly in a project or sponsorship.
5. **Jim McNaughton/TileStyle €10,000 Bursary for Artists** will be awarded towards the development of an artist's practice, body of work or project by an emerging artist(s) in any art form. Nominations must be made by a partnering business, arts or other organisation.  
The Bursary is for study, activities, projects or the development of ideas to be realised before 30 April 2022. The recipient(s) of the Jim McNaughton/TileStyle €10,000 Bursary for Artists will be asked to acknowledge TileStyle's support as appropriate, as a funder of any final output/project; and provide short interim and completion reports to TileStyle and *Business to Arts* to verify progress and completion of the agreed work.
6. All entries are eligible for the **Judges' Special Recognition Award supported by Accenture**. The judging panel will be looking for businesses and organisations who feature across a number of applications, showing evidence of a portfolio approach to sponsorship, scale of their sponsorship or longevity in supporting the arts.
7. *Business to Arts* reserves the right to publish the names of all nominated business sponsors and associated organisations, artists or events.
8. *Business to Arts* reserves the right to use any content and attachments submitted through the entry process unless specifically specified by the entrant.
9. The decisions of the judging panel will be final and neither *Business to Arts* nor the sponsors will enter into discussion or communication in respect of any entry or result.