

SALES INCREASED BY

275%

COVERAGE EQUIVALENT TO

£109,800

72%

WANT ART IN THE WORKPLACE

THE CASE FOR SPONSORSHIP

85% of people

10 million visitors

Business sponsorship worth

£8,437,199



Lok Chhandra dancing outside O2 shop. Edinburgh Mela sponsored by O2 (photo Arts & Business).

OPEN YOUR MIND

In today's challenging business environment companies need to achieve competitive advantage. This requires creative brand building, attracting and retaining the most talented employees and being seen to be corporately responsible.

There is extensive evidence that partnerships with the arts can help business meet these needs. Whether it's to promote brand and products, create successful corporate entertainment events, develop the creativity of staff or fulfil Corporate Social Responsibility objectives, working with the arts brings business success.

From now on Scotland will have to live off its wits . . . the arts are central to education and the economy.

Scotsman Editorial 2002

Behind literally hundreds of Edinburgh Fringe shows there is blood, toil, tears and sweat and a range and intensity of entrepreneurship that a Scottish Enterprise training course for business start-ups could not hope to replicate.

Bill Jamieson, Scotsman 2003

Since the launch of New Partners in 2001, Arts & Business has helped over 850 businesses connect with arts in an innovative way.

Arts & Business New Partners investment programme



The Scottish Clown Doctor programme. Run by Hearts and Minds to help children cope with hospital (photo Bettina Letz)

SUPPORT YOUR COMMUNITY

The arts provide an effective channel for businesses to support the communities in which their customers and employees live.

“Profitability, sustainable growth and human progress can all be attained by placing corporate social responsibility in the mainstream of business practice. The arts are already at the heart of CSR, delivering significant impact in schools and the regeneration of our communities. . . .”

Dr Chris Gibson-Smith, Chairman, London Stock Exchange

84% of the British public think that knowing about a company’s activities in society and the community is important in forming an opinion of that organisation. MORI 1999

“Most young Scots today have a huge ambition and drive. Through opportunities to engage with excellence in the arts we can help empower young people to reach their full potential. This scheme will make a real and positive contribution to our objectives of enabling children to both be fulfilled and live life to the full.”

First Minister Jack McConnell

According to MORI research, the percentage of consumers who consider a company’s CSR stance when buying a product has grown from 28% in 1996 to 48% in 2002. So being seen to be socially concerned can increase sales.

Marketing Week 2002

“Thank you for inviting us to see ‘The Happy Prince’. We enjoyed it very much. My favourite part was when the Happy Prince put sleeping powder on the lion. I enjoyed my ice cream too!”

Kevin, Age 6, St Thomas’s Primary School, Wishaw

(visit supported through A&B Arts & Kids initiative)



Monet at the National Galleries of Scotland. Private view for guests of Sponsor Royal Bank of Scotland (photo National Galleries)

ENTERTAIN YOUR CLIENTS & STAFF

The arts offer diverse, stylish, stimulating and engaging ways of entertaining your customers and staff.

9 in 10 Scottish adults believe that arts and cultural activities give a lot of pleasure to many people . . . and that the success of Scottish cultural activity gives the outside world a good impression of Scotland.

Scottish Arts Council survey 2002

“Linked to our sponsorship of the Citizen’s Theatre, we took staff to the theatre for a corporate day which was like a team-building exercise but much more enjoyable and something completely different that held everyone’s interest.” **Donald Reid, Mitchells Robertson**

“When you are thinking about how to manage your key people, go to the theatre.”

Professor Charles Handy

“The commitment to our staff is paramount and they love each of the exhibitions. All of the workshops and gallery visits are over subscribed and the feedback is always very positive.”

Nicky Major, Head of Marketing, Ernst & Young

“The knowledge and contacts that Arts & Business have can assist companies to link with the arts for creative and artistic corporate events. In partnership with Arts & Business, we held an outstanding evening for clients at the prestigious Monet exhibition in the newly refurbished Royal Society of Arts gallery which was enjoyed by all.”

Gillian Bett, Marketing Services Manager, Deloitte



The Screen Machine, taking cinema to the Highlands and Islands. Sponsored by Scottish Gas (photo Hi-Arts)

EXPLORE YOUR OPTIONS

For further ideas and information on how the arts can add value to your business please contact **Jeanie Scott** at Arts & Business Scotland on 0131 220 2499 or visit www.AandB.org.uk/scotland

On our website you will find a PDF with further case studies which you can either download or send to a colleague.

72% of Scottish employees said they found music and art in the workplace 'motivational and inspirational.'

ICM Research 2003

"We have found that by involving the company in Arts Sponsorship we have exposed our people to creativity and opened a pathway to their own development to the significant good of our business. For very small amounts of money we have certainly seen a tremendous return on that investment."

Frank Brown, Managing Director, Fairway Forklifts

"A&B are good to work with. They look at areas they feel need attention. They know at grassroots level what makes something more accessible and they work with businesses to say where we can add most value."

Lisa Stephenson, Lloyds TSB Scotland



Workers at William Anderson & Son jamming with National Youth Orchestra of Scotland. Special event for company's 75th anniversary.

DEVELOP YOUR PEOPLE

The arts can help motivate employees and stimulate creativity in the workforce.

31% of workers in Scotland would prefer their companies to pay for cheap tickets to arts events compared to 26% who preferred gym membership or 24% who desired canteens. ICM Research 2003

"Working with artists gives you a different perspective. It helps you to understand issues from another point of view. Artists tend to see issues in a completely different light. That is very refreshing. It is useful to know that not all the answers are in this building."

Dominic Fry, Group Director Corporate Communications, ScottishPower

Business people confirm the importance of the arts in developing individuals who can innovate rather than merely conform and in creating economic success.

RSA 1995

94% of UK companies think that employee volunteering adds to the skills of their workforce.

Business in the Community 2002

"Some people do MBA's, I do this"

Richard Smith, Head of Performance Management, Royal Bank of Scotland, talking about his involvement with the Arts & Business Skills Bank and Board Bank



Rembrandt's Women at the National Gallery of Scotland. Sponsored by Lloyds TSB Scotland (photo National Gallery)

BUILD YOUR BRAND

The arts provide a cost-effective route to promoting products, brands or services to targeted consumer markets.

"One of the reasons for the recent strong growth of Lloyds TSB Scotland is that we raised our profile significantly. We changed the way in which people perceive us. We have done that in part through sponsorship, primarily in the sports and the arts." **Susan Rice, Chief Executive, Lloyds TSB Scotland**

The Wee Curry Shop near the Glasgow Film Theatre promoted itself to the cinema's patrons through sponsorship of the GFT's November 1998 brochure with a resulting 25% increase in sales. **Wee Curry House 1999**

84% of people interviewed expressed a positive view about the companies sponsoring the Edinburgh International Festival.

Ipsos UK Sponsorship Research

"Like many malt whisky brands, Glenfiddich is keen to woo a slightly younger market. Extensive market research highlighted that the arts was an area of key interest to 28-35-year-old ABC1 males, so it became a sector in which we were keen to develop associations."

Peter Gordon, William Grant & Sons

Since 1987 over 400 business sponsorships in Scotland have been celebrated by receiving Arts & Business Scotland Sponsorship Awards and Commendations

A&B Scotland Awards

During Nokia/Orange's text-listing sponsorship of the Edinburgh Festivals, sales of the Nokia 7110e shot up by **275%** remaining up by 175% after. **Nokia/Orange 2001**

Whyte and Mackay's sponsorship of Glasgow's West End Festival achieved press coverage equivalent to **£109,800**
West End Festival 2002

72% of Scottish employees find art in the workplace 'motivational and inspirational.' **ICM Research 2003**

"Arts sponsorship is a very **effective** way of making your money work. A correctly targeted sponsorship allows you to really **connect** with your customers on an emotional level, which just isn't possible with advertising. It is a win win situation for both arts and business, and it is good for the community."

Sarah Mackie, Director of Sponsorship, Bank of Scotland

"We think we can get a competitive edge through an **inspiring** creativity programme and that it will lift us a step above our competitors. The benefits . . . are brought to the **service** of our customers in the way we formulate our products and make our business more effective and creative."

James Hill, Chairman, Birds Eye Walls UK

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In 2001 85% of people in Scotland attended arts events and 78% of adults participated in the arts.

Scottish Arts Council research 2002

Scotland's 350 museums attract well over 10 million visitors annually.

Scottish Museums Council

Business sponsorship worth £8,437,199 was invested in the arts in Scotland in 2001/2

Arts & Business Sponsorship Survey