

Arts & Business Cymru Awards 2012

Sponsored by Valero

Nomination Form – Business Categories

These categories recognise the wide range of creative partnerships which exist between business and the arts across Wales. They celebrate and reward the vision the private sector displays through investment in and commitment to the arts.

CONTACT INFORMATION:

Name of Business <i>(Exactly as it will appear on publicity)</i>	
Business Sector	
Parent Company	
Annual Turnover <i>(last year)</i>	
No of Employees	
Address in full	
Website address	
Name of Chief Executive	
Name of Chair	
Business contact for partnership <i>(name and position)</i>	
Telephone number	
E-mail	

Name of arts organisation <i>(Exactly as it will appear on publicity)</i>	
Art form	
Annual Turnover <i>(last year)</i>	
No of Employees	
Address in full	
Website address	
Name of Chief Executive	
Name of Chair	
Contact in arts organisation <i>(name and position)</i>	
Telephone number	
E-mail	

Note: All fields in this form are mandatory. If not applicable please type n/a in the box.

RULES FOR ENTRY

- There is no nomination fee.
- The A&B Cymru Awards are open to all businesses supporting arts organisations, events, projects or artists in Wales and all businesses supporting Welsh arts events internationally.
- The major proportion of the partnership must have taken place between 01.01.11 – 01.01.12.
- The partnership can be financial, in-kind, or both, providing the total value is at least £500.
- The nomination can be completed by the business or arts partner, but must be signed by both as an accurate record. When entering via e-mail, please tick the relevant box at the end of the form.
- The same project may be nominated in more than one category by ticking the appropriate boxes.
- The business or arts partner may submit more than one nomination under any category.
- When an arts organisation / artist has more than one partner, each may be eligible, but a separate form must be submitted for every business nominated.
- Forms received after the closing date will not be eligible for consideration.
- Information submitted (excluding financial information) may be used by A&B Cymru for publicity purposes unless you specifically request otherwise.
- The judges' decisions will be final and A&B Cymru reserves the right to withhold any award.
- All details are correct at the time of going to press. A&B Cymru reserves the right to vary these at its discretion.
- Nominations for the Business Adviser of the Year and the Philanthropy Award must be made on the separate forms available.

Please send a visual record of the project (e.g. photographs, DVD etc). We are especially interested in material which shows the project development at various stages. No other supporting material is required.

Completed nominations must reach A&B Cymru at 16 Museum Place, Cardiff, CF10 3BH or contactus@aandbcymru.org.uk no later than Thursday 1 March 2012.

The Arts & Business Cymru Awards Ceremony will take place at Wales Millennium Centre on Thursday 14 June 2012. Details of the winners will not be released before the ceremony.

Nomination Guidelines

An independent panel will judge nominations on the quality of the relationship established between the partners. The innovative nature in achieving the commercial goals of the business and the artistic goals of the arts partner is also taken into account.

The independent judges are looking for:

- Excellence and innovation in business / arts partnership, in line with the relevant category criteria.
- Sound business reasons for the engagement, demonstrating benefit to both parties.
- Examples of engagement by the business in the project, beyond cash investment.
- Effective evaluation of the partnership against set objectives.
- The impact of the project on a wider stakeholder group (e.g. employees/customers/community etc).
- Ongoing development and sustainability in the business' relationship with the arts.

AWARD CATEGORIES

Please tick the box next to the category you are entering:

Arts, Business & Brand Identity sponsored by Arup
In recognition of a partnership demonstrating impact on a business' brand. The creative partnership will successfully raise profile, improve reputation and reflect brand values.

Arts, Business & the Community sponsored by Wales & West Utilities
In recognition of a partnership that stimulates community involvement and inclusion in the arts. The business will demonstrate commitment & innovation resulting in tangible benefits to a distinct community.

Arts, Business & Young People sponsored by Hugh James
In recognition of a partnership that has harnessed the power of the arts to engage young people. The business will demonstrate vision & commitment in enabling the younger generation to experience the arts.

Arts & Small Business sponsored by Principality Building Society
In recognition of the support given to the arts by a business with a turnover of less than £2 million and fewer than 100 employees. The business will have achieved core objectives through creative partnership.

Arts, Business & the Environment sponsored by West Coast Energy
In recognition of a partnership that demonstrates an awareness of and commitment to environmental issues, promoting sustainable business practices, while having a positive impact.

Arts, Business & Employees sponsored by First Great Western
In recognition of a partnership that integrates the arts into employee development, while stimulating a more creative working environment.

Arts, Business & Long Term Support sponsored by Hospital Innovations
In recognition of an established partnership that clearly demonstrates an imaginative approach to deepening involvement. The partnership will have existed for a minimum of 3 years.

The Admiral Business of the Year Award
In recognition of the business which has worked most effectively and creatively in partnership with the arts, standing as a model of excellence. **All nominated businesses are automatically entered.**

The Legal & General Arts Award
This cash prize of £2,500 recognises the arts organisation / artist which has worked most creatively in partnership with business to maintain and develop activities. **All arts partners nominating a business are automatically entered.**

Project details: (Please answer each question in **no more** than 200 words.)

Overview of the project *(Please summarise the story of your partnership. Why was it formed? What was its most important element and what was unique about it? How did it meet the award category specifications?)*

What was the main objective(s) of the project for the **business** partner and how did this fit the wider strategy of the business?

What was the main objective(s) of the project for the **arts** partner and did the project form part of a wider strategy?

What have been the main benefits to the **business** partner?
(e.g. financial, operational, reputation, market advantage, employee or community benefits)

What have been the main benefits to the **arts** partner ?
(e.g. financial, operational, reputation, audience development, employee or community benefits)

Who did this project reach? How many people? Did this meet expectations?

How was the project promoted internally and externally?

What is the future of the partnership?

Financial information (Confidential - for the judges information only)

Cash value of business investment in nominated project	
Estimated value of in-kind support <i>(where applicable)</i>	

For e-mail nominations, please tick this box to indicate that both partners have read and approved all information submitted. Please note that this form is only valid if all information is provided with the knowledge and consent of the business and arts contacts named above.

Signature of arts partner representative Date

Signature of business partner representative Date