

THE NATIONAL BUSINESS REVIEW



2008 AWARDS
FOR SPONSORSHIP
OF THE ARTS

Entry Pack

2008

In association with





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Introduction

The National Business Review Awards for Sponsorship of the Arts acknowledge those partnerships between business and the arts that demonstrate a high level of creativity, commitment and vision.

The 2008 Awards are open to any New Zealand businesses involved in arts partnerships between 1 July 2007 and 30 June 2008.

These include limited liability companies, partnerships and sole traders. The investment in the arts must stand outside the core business of the entrant.

Arts include the visual arts, the performing arts, and literature. The arts partnerships may involve a single event or a longterm association.

Entrants may enter one or several individual arts partnerships.

Key Dates

Deadline for Entries	29 May 2008
Announcement of Finalists	13 June 2008
Deadline for Advertising in the NBR Arts Sponsorship Review	17 July 2008
Deadline for Ticket Reservations for the Arts Awards Gala	17 July 2008
Arts Awards Gala, Auckland Town Hall	30 July 2008
NBR Arts Sponsorship Review	1 August 2008

The Awards Gala 2008

Presented in association with The Edge
Auckland Town Hall
7pm Wednesday
30 July 2008

The 11th Annual 2008 Awards Gala will be held in the Auckland Town Hall on Wednesday 30 July at 7pm.

The **Awards Gala** will celebrate the achievements of successful New Zealand arts and business partnerships with a black tie dinner, fine wines and guests representing the arts and business in this country. The evening will feature a number of outstanding performances from New Zealand artists.

Tickets to the **Awards Gala** may be ordered on the **Entry Form**. All corporate and arts organisations are invited to attend the Awards Gala. Tables of ten are available at a price of \$2,495 plus GST, which includes dinner and wine, and corporate partners are encouraged to host their arts partners at this very special event.

Table Bookings

Awards Gala

- Please reserve for us _____ (number of) table(s) at the Awards Gala at the Auckland Town Hall on Wednesday 30 July 7pm @ \$2,495 plus GST per table of ten guests.



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The NBR Arts Sponsorship Review

**Published with The National Business Review
1 August 2008**

In honour of the Awards, **The National Business Review** produces the annual colour supplement, **The NBR Arts Sponsorship Review**, which profiles the finalists and overall winner.

The eyes of both the corporate and arts communities will be on **The NBR Arts Sponsorship Review** which will appear with **The National Business Review**, Friday 1 August 2008. As such, it provides an opportunity to raise and leverage the profile your organisation has achieved through the investment it makes in sponsoring the arts. All finalists will have editorial coverage within this supplement.

The special advertising rates (exclusive of GST) for the Review are as follows:

Option 1	Full tabloid 4-colour page	\$6,985
Option 2	Double page spread (2 full pages) (this could be centrespread position)	\$13,970
Option 3	A4 sized ad (28cm high x 5 columns across (21.6cm)	\$5,570
Option 4	Half page horizontal (20cm high x 6 columns)	\$4,946
Option 5	Quarter page (20cm high x 12.8cm across)	\$2,473

Advertising Bookings

2008 Arts Sponsorship Review

I would like to select option _____ to secure advertising space in the 2008 Arts Sponsorship Review which will be published with **The National Business Review** on 1 August 2008

The Selection Process

The **Judging Panel** will meet and select a short-list of nominees from the entries received. From this short-list, The Panel will select *The National Business Review Arts Sponsor of the Year 2008*. The Panel may also make special mention of other partnerships of outstanding merit.

In addition there are **three special awards** in association with our sponsors:

The Creative New Zealand Award for Bravery recognises a partnership between a business and the arts that is visionary, involves an element of risk and results in innovation.

THE EDGE Pathway Award for the most outstanding partnership between a business and the performing arts.

The **Liberty Press Award** for best arts sponsorship under \$15,000.

For the short-list, the Panel will seek to identify those business sponsors who have been involved in arts partnerships which:

deliver genuine business benefits to their own organisation as well as meet the objectives of the arts partner;

demonstrate a high level of interaction and involvement on the part of the Sponsor as well as the Arts Partner in the joint setting of common objectives as well as in the execution of the partnership;

use inherent strengths and qualities of both parties for the benefit of the partnership;

introduce new concepts and a creative approach to Sponsorship of the Arts, and who set an example of excellence and innovation in the entire process of the Partnership.

Those short-listed will be notified by announcement in The National Business Review on Friday 13 June 2008.

The winners will be announced at the **Awards Gala** on Wednesday 30 July 2008, 7pm, at the Auckland Town Hall.

Winners and finalists will be profiled in The National Business Review Arts Awards Review featured in The National Business Review issue Friday 1 August 2008.

The overall winner will also receive a commemorative work of art and the right to use The National Business Review Awards for Sponsorship of the Arts logo for one year in their own advertising and public relations activities.

The **Judging Panel's** decision is final.



The Judging Panel

The Judging Panel members are:

Mr Barry Colman, QSM

Mr Colman is the publisher of The National Business Review and Managing Director of Liberty Publishing Ltd.

Mrs Jenny Gibbs, CNZM

Mrs Gibbs is a prominent arts patron and collector and Member of the International Council of the Museum of Modern Art, New York.

Adrienne, Lady Stewart, QSM

Lady Stewart is a major supporter and patron of the arts in the South Island.

Dr Don Turkington

Dr Turkington is a company director and arts patron.

Entry Instructions

To enter **The National Business Review Awards for Sponsorship of the Arts** you must:

complete the attached Entry Form

prepare an Entry Paper addressing points 1-7 in the attached Key Points

forward six copies of the Entry Form, Entry Paper and any additional supportive material to:

“The National Business Review Awards for Sponsorship of the Arts”

Mail: The National Business Review Awards for Sponsorship of the Arts,
Bullet PR Ltd, PO Box 2051, Auckland

OR

Courier :
The National Business Review Awards for Sponsorship of the Arts,
Bullet PR Ltd, Level 2, Worldwide Tower, 8-10 Whitaker Place, Auckland City

DEADLINE FOR ENTRIES:

Applications must be received by 5.00pm, Thursday 29 May 2008



Entry Form

Business Sponsor

Business _____

Contact _____

Title _____

Address _____

Tel _____

Fax _____

Mob _____

E-mail _____

Arts Partner

Name _____

Contact _____

Title _____

Postal _____

Tel _____

Fax _____

Mob _____

E-mail _____



Entry Form - continued

Attached is our entry for **The National Business Review Awards for Sponsorship of the Arts**. I have read the conditions of entry and agree to abide by them. I confirm that all the information presented in the entry is supplied in good faith and is true and correct to the best of my knowledge.

Signed _____

Title _____

Name _____

Company _____

Date _____

List of attachments:

Please make sure that you have stated the number of pages of the Entry Paper, and that any additional supportive material, e.g. CDs, videotapes, print material is specified. Please note that **The National Business Review** will be unable to return entry material.



Key Points for Entry Paper

Please prepare your **Entry Paper** by addressing all the following key points. If you are not comfortable providing any of the requested information, or if it does not apply to your partnership, please make a note of this. Remember the **Judging Panel** is looking to identify interactive partnerships, which demonstrate a high level of creativity and innovation as well as proof of genuine business benefits. If you wish to add further information and supportive material please do so at the end of your **Entry Paper**. Please note the total number of pages of your Entry Paper and specify any additional material in your **Entry Form**.

All information provided in any of the submitted material will be kept in strict confidentiality and will be used for the purposes of the selection of the nominees only.

Please submit six copies of the Entry Form and Entry Paper.

1. Establishment of Objectives

State the objectives of your arts partnership and describe the process of defining the objectives. If the partnership is of long standing, describe the current state of the relationship or a specific project that has been worked on in the year to June 2008.

2. Selection

Describe how you identified your arts partner. Was your business proactive in the search? Did your arts partner approach you?

Key Points for Entry Paper

- continued

3. Contract

Describe the contracting process. You may wish to touch on issues like:

Do you have a formal contract?
Did it involve any third party?

Describe the contractual obligations.

Business Partner:	Purely financial Product/services Mix of financial and product/services Other
Arts Partner:	Tangible benefits Public recognition Other

Value of the contract:

a) <\$15,000 b) \$15,000 – 50,000 c) \$50,000 – 100,000 d) >\$100,000

Please note that the Awards are not concerned with the dollar value of your contract, but will use this information only in the context of the rest of the information given in your application.

4. Relationship Development

Describe the co-operation and interaction between your business and your arts partner throughout the life of the partnership. You may wish to touch on issues like:

Development of staff awareness
Activities to promote mutual understanding and respect
Joint marketing activities

Key Points for Entry Paper

- continued

5. Outcome

State the business benefits that have resulted from the partnership. Describe the overall success of the partnership, both in meeting your initial objectives and in generating additional and/or other benefits.

Was there any aspect of the sponsorship that you regard as particularly innovative, new or creative?

6. Evaluation Processes

Describe how you went about evaluating the benefits.

Did your arts partner participate in any aspect of the evaluation?
Did you use a third party to assist the evaluation?

7. A Word from Your Arts Partner

We would like to receive a statement from your arts partner. This does not need to be extensive, but should address Key Point 6 above from their point of view.

Contact Details

For further information regarding **The National Business Review Awards for Sponsorship of the Arts**, please contact the project manager:

Caron Copek
Bullet PR Ltd

Tel 021 303 181
E-mail awards@bulletpr.co.nz

All entries should be addressed to:
The National Business Review Awards for Sponsorship of the Arts

MAIL TO :
The National Business Review Awards for Sponsorship of the Arts,
Bullet PR Ltd, PO Box 2051, Auckland

OR

COURIER TO :
The National Business Review Awards for Sponsorship of the Arts,
Bullet PR Ltd, Level 2, Worldwide Tower
8-10 Whitaker Place
Auckland City



Previous Winners

2007 NBR Awards for Sponsorship of the Arts

Buddle Findlay	Sargeson Trust	Overall Winner
Multi-Media Systems	New Zealand Symphony Orchestra	Creative New Zealand Award for Bravery
ASB	Auckland Secondary Schools Heads Assn	‘The Edge’ Pathway Award
ABE’s Real Bagels	Auckland Festival Trust	Liberty Press Award
Infinity Investment Group	Southern Lakes Festival of Colour	Best Regional Sponsorship Award
SKY CITY	Opera in the Park	Long-term Partnership Award
New Zealand Post	Booksellers New Zealand	Special Merit
AUT University	Auckland Art Gallery Toi o Tamaki	Special Merit
Norsewear of New Zealand	Norsewear Art Trust	Special Merit
Mazda New Zealand	Rotary Club of Ellerslie Sunrise	Special Merit
Audi	New Zealand Symphony Orchestra	Special Merit
Hesketh Henry	NZ Contemporary Art Trust	Special Merit
Vector	Vector Wellington Orchestra	Special Merit
ASB	ASB Jazzfest Queenstown	Finalist
Beca	SCAPE 2006 Biennial of Art in Public Space	Finalist
Cochlear	The Art of Hearing	Finalist
Ferner Galleries	New Zealand Symphony Orchestra	Finalist
McCaw Lewis Chapman	Waikato Society of Arts	Finalist
Museum Hotel	World of Wearable Art	Finalist
Nelson Tourism Services	World of Wearable Art	Finalist
New Zealand Post	Auckland Theatre Company	Finalist
Phonak Hearing Systems	Auckland Philharmonia Orchestra	Finalist
Lyttleton Port of Christchurch	SCAPE 2006 Biennial of Art in Public Space	Finalist
Saatchi & Saatchi Wellington	Wellington City Council, Eric Holowacz	Finalist
SKYCITY	AK07	Finalist
Staples Rodway	Auckland Art Fair	Finalist
Taranaki Daily News	Puke Ariki	Finalist
The Hyperfactory	Auckland Theatre Company	Finalist
The Radio Network	New Zealand Symphony Orchestra	Finalist
Waikato Times	Waikato Museum	Finalist



Previous Winners

2006 NBR Awards for Sponsorship of the Arts

Forsyth Barr	Arts Foundation of New Zealand	Overall Winner
Mazda New Zealand	Rotary Club of Ellerslie Sunrise/Mazda Artworks	Creative New Zealand Award for Bravery
HSBC	New Zealand String Quartet	'The Edge' Pathway Award
Sealord Group	Nelson City Council Festival	Best Regional Award
Bank of New Zealand	Katherine Mansfield Awards 2006	Special Merit
Banks Shoes	Rotary Club of Hutt City / Shapeshifter Sculpture exhibition	Special Merit
Clemenger BBDO	New Zealand International Arts Festival	Special Merit
Ernst & Young	Wellington City Gallery	Special Merit
Mazda New Zealand	Auckland Philharmonia Orchestra	Special Merit
The Dominion Post	New Zealand International Arts Festival	Special Merit
NZI	NBR New Zealand Opera	Special Merit
Brebner Print	Art Deco Trust	Finalist
Maude & Miller	Porirua City Council/Pataka Museum and Gallery	Finalist
Springload	New Zealand International Arts Festival website	Finalist
Te Runanga Ngai Tahu	Christchurch Arts Festival	Finalist
The Press	Christchurch Art Gallery/Te Puna o Waiwhetu	Finalist
Museum Hotel	Shakespeare Globe Centre New Zealand	Finalist
HSBC	Asia: NZ Foundation / Lantern Festival	Finalist

2005 NBR Awards for Sponsorship of the Arts

Tower New Zealand	Overall Winner
Simpson Grierson	Creative New Zealand Award for Bravery
Villa Maria Estate	'The Edge' Pathway Award
ANZ	Special Merit
Telecom New Zealand	Special Merit
AMI Insurance	Special Merit
Genesis Energy	Special Merit
Mazda Motors of NZ	Special Merit
Art and Industry Biennial Trust	Special Merit
Lexus	Special Merit
Buddle Findlay	Special Merit
Anthony Runacres & Associates	Finalist
Auckland Varicose Veins Clinic	Finalist
Carson Group	Finalist
Carter Group	Finalist
Heritage Hotel Management	Finalist
Hesketh Henry	Finalist
Museum Hotel	Finalist
NGC	Finalist
Te Runanga O Ngai Tahu	Finalist
The Hyperfactory	Finalist
Vodafone New Zealand	Finalist





Previous Winners

- continued

2002 NBR Awards for Sponsorship of the Arts

Ernst & Young
Vodafone New Zealand Ltd
AMI Insurance
Sky City Auckland

Air New Zealand
Allied Pickfords
Meridian Energy
NZ Post
PricewaterhouseCoopers
Quins Gore Pharmacy
Silverscreen Productions & Oktobor
Stagecoach New Zealand
TOWER Ltd
TrustPower
TV3
United Networks
AMI Insurance
Ernst & Young
Galileo Southern Cross
Goldwater Estate
Heritage Auckland
KPMG Legal
Norsewear of New Zealand
Russell McVeagh
Sky City Auckland
South Pacific Pictures
Southland Building Society
Sovereign Ltd
TelstraClear
University of Canterbury
Victoria University of Wellington
Vodafone New Zealand Ltd
Winstone Wallboards

Overall Winner
The Creative NZ Award
'The Edge' Pathway Award
The Liberty Press Award

Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Finalist
Finalist
Finalist
Finalist
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Finalist
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Finalist
Finalist
Finalist
Finalist
Finalist



2001 NBR Awards for Sponsorship of the Arts

Royal & Sun Alliance
Michael Hill Jewellers
Meridian Energy

AMI Insurance
Carter Group
Chapman Tripp
Ericsson
La Grow Corp/ Lockwood Buildings
Sealord Group
Telecom New Zealand
TOWER Ltd
TrustPower
United Networks
ASB Bank
Boon Goldsmith Bhasker Team Architecture
Bank of New Zealand
Compaq Computer New Zealand
Natural History
New Zealand
Minter Ellison Rudd Watts
TV 2

Overall Winner
The Creative NZ Award
'The Edge' Pathway Award

Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
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Special Merit
Special Merit
Finalist
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Finalist





Previous Winners

- continued

2000 NBR Awards for Sponsorship of the Arts

Bank of New Zealand
Rudd Watts & Stone
Civic Tavern Ltd

The Lodge at Paratiho Farms
TOWER Ltd
Christchurch International Airport
Signtech
TV One
AMP
Bayleys Real Estate
Telecom New Zealand
New Zealand Post
Kiwi DevelopmentTrust
Simpson Grierson
Mobil Oil New Zealand
Animal Antic's Veterinary Centre, Greymouth
Buddle Findlay
GeneratorBates
Jade
Meridian Energy
Nokia
United Networks

Overall Winner
Creative New Zealand Award
The Edge Pathway Award

Special Merit
Special Merit
Special Merit
Special Merit
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Special Merit
Special Merit
Finalist
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Finalist



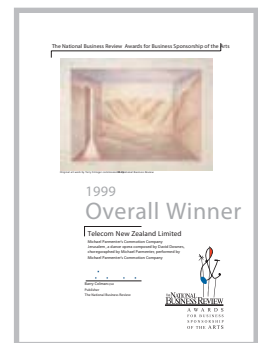
1999 NBR Awards for Sponsorship of the Arts

Telecom New Zealand
Natural History New Zealand
Telecom New Zealand
Lockwood Buildings

ChapmanTripp
PricewaterhouseCoopers
Tower Financial Services Group
AMI Insurance
Peugeot Concessionaires
Buddle Findlay
Craig Printing
Hesketh Henry

Overall Winner
Creative NZ Bravery Award
The Edge Pathway Award
Glengarry Community Award

Special Merit
Special Merit
Special Merit
Finalist
Finalist
Finalist
Finalist
Finalist



1998 NBR Awards for Sponsorship of the Arts

Tower Financial Services Group
Wickcliffe Press

Compaq Computer NZ
Mobil New Zealand
New Zealand Post
ChapmanTripp Sheffield Young
Saatchi & Saatchi Wellington
Telecom New Zealand
Ernst & Young
La Grouw Corp/Lockwood Buildings
Otago Heritage Books
Telstra New Zealand
Orix New Zealand
ECNZ
Norsewear of New Zealand
Royal & SunAlliance
CountrywideBank

Overall Winner
Glengarry Community Award

Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Special Merit
Finalist
Finalist
Finalist
Finalist
Finalist

