



2010 Arts in Business Award

Support of the arts is critical to the well-being of the Greater Greensboro citizens. The arts enhance our quality of life, our children's educational experience and our overall business climate. We commend the Greater Greensboro businesses for their outstanding contributions toward building a strong and vibrant arts community.

The Arts in Business Award is presented to honor businesses in the Greensboro area for their leadership, commitment and vision to provide exemplary support of the arts. The award recognizes a business for creating outstanding initiatives with the arts and arts organizations in any of these ways: incorporating the arts in the workplace and/or furthering the educational development of youth and/or enhancing the economic vitality of the community and/or enriching the quality of life in our community.

The Arts in Business Award recipient will be recognized among their peers at the Greensboro Partnership's 23rd Annual Business Awards Luncheon during the Piedmont Triad Business Showcase on May 20, 2010. The President of the United Arts Council of Greater Greensboro will present the award to the winner's President/Owner. In addition, winners will be announced to local media. **Previous winners: American Express, Quaintance-Weaver Restaurants & Hotels and Moses Cone Health System.**

Nomination Process

Organizations are encouraged to nominate their own business or another business that fulfills the guidelines set forth in this nomination form. Applications may include **no more than five** letters of support. All materials must be submitted at the same time. Call (336) 373-7523 x 247 if you have questions.

The nomination form and supporting letters must be received by the United Arts Council of Greater Greensboro by 5:00pm, Friday, March 12, 2010.

- **BY EMAIL:** send to sstack@uacARTS.org; include Arts in Business in your subject line
- **BY MAIL:** PO Box 877, Greensboro, NC, 27402
- **BY DELIVERY:** United Arts Council of Greater Greensboro, 200 N. Davie St, Suite 201, Greensboro Cultural Center in downtown Greensboro.

Award Criteria & Guidelines:

- The Arts in Business Award recognizes a business that had a significant impact on the arts during the past year either through a variety of activities, or through a single project of significant magnitude.
- Foundations, individual philanthropists and government agencies are not eligible to compete.
- Organizations where the arts are their primary focus of business are not eligible to compete.
- Nomination form, questionnaire and letters of support must be received by the nomination deadline.
- Letters of nomination will be considered for the year in which they are submitted. Letters of nomination that do not result in an award may be resubmitted in future years.

Arts in Business Nomination Form & Questionnaire:

Please answer the following questions as completely as possible. Attach your answers so the Awards Committee will have a solid basis on which to evaluate the nomination. Please limit each response to 500 words or less.

- 1. Explain why the nominee business supports the arts (include philosophical and business reasons).**
- 2. Describe the nominee business' overall arts program in the past year. If the nominee business has developed a special project for an arts organization that you would like to highlight, please describe the project and provide details about the support. Or, if the nominee business has influenced others in the business community to become more active in supporting the arts, please give examples.**
- 3. Describe how the arts are incorporated into business operations (encouraging employee participation, morale building, employee relations, company art collection, service donated to arts organizations in lieu of cash contributions, financial contributions to arts organizations, etc.) and the impact it has had on the nominee business.**
- 4. How does the nominee business plan to sustain its involvement and participation in the arts?**

Nominee

Name of Business _____

President/Owner _____

Address _____

Telephone _____ Email _____

Number of Employees _____

Nominator

Name _____

Organization (if applicable) _____

Address _____

Telephone _____ Email _____