

# WHY PARTNER WITH THE ARTS?



When businesses partner with the arts, they gain a **competitive edge**. We've identified the best reasons why partnering with the arts **expands market share and creates a healthy workplace**.

Let us show you how.

## THE ARTS SET YOUR BUSINESS APART



Leveraging a partnership with an artist/arts organization will help you communicate your company's story by engaging customers and clients, conveying your unique values.

**69%** OF COMPANIES

that received national recognition for being a 'best place to work' reported the company fosters creativity.

*The Creative Dividend*

**55%** OF MANUFACTURING COMPANIES

view the arts as helping to recruit and retain employees.

*Business Contributions to the Arts: 2018 Edition*

**45%** OF COMPANIES

say that partnering with the arts offers networking opportunities and the potential to build market share.

*Business Contributions to the Arts: 2018 Edition*

“ Vehicles are going longer between oil changes and many only need one or two oil changes per year. This makes it easy to forget about your neighborhood Jiffy Lube. By painting murals on the side of our locations, we are giving people an organic reason to talk about and pay attention to our stores. Our business is setting records year after year and our people are excited to be learning and growing as part of this project.”

**STEVE SANNER**  
PRESIDENT

**JIFFY LUBE OF INDIANA**

# PARTNERSHIPS IN PRACTICE

AMERICANS  
for the ARTS



Photography by Gia Goodrich, Set by Anthropologie at the 2017 Portland Opera Gala

## ANTHROPOLOGIE STYLES PORTLAND OPERA

In 2017 Portland's Anthropologie store began a partnership with the Portland Opera to support their Resident Artists Program and annual gala. Anthropologie styled the two female Resident Artists for their professional recital debuts. The local store held a private fashion show and shopping event for major opera donors to help them dress for a night out at the opera; the majority of attendees had never stepped foot in an Anthropologie. Anthropologie's visual staff also created a *Vanity Fair*-style set at the gala for a beautiful photo backdrop and donated a private shopping event and gift certificate to the auction. The combination of these engagements yielded an enormous amount of visibility for the store to a completely new audience.

## THE EDWIN HOTEL FEATURES LOCAL ARTISTS

The Edwin Hotel, one of Chattanooga, Tennessee's newest hotels, wanted to ensure that it presented a unique and fresh perspective of the Scenic City. Within steps of the Hunter Museum of American Art and knowing that Chattanooga has a growing reputation as an arts town, it set out to be different and recognizable among an emerging movement of art-based hotels nationwide. The Edwin purchased or commissioned work from over 70 local Chattanooga artists in order to curate the largest collection of Chattanooga art in the world. It quickly became a local hotspot, as well as a luxury destination for travelers, hosting live music and art events on a regular basis.

## FURTHER READING AND RESEARCH

### ADOBE STATE OF CREATE 2016

Findings reveal that people and brands who invest in creativity are more successful.

### THE CREATIVE DIVIDEND: HOW CREATIVITY IMPACTS BUSINESS RESULTS

This survey of senior managers shows how creativity impacts business results.

For more information on the pARTnership Movement and additional resources and case studies, visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).