



WHY PARTNER WITH ARTS & CULTURE

Artist and entrepreneur Courtney Cable; Photo by Shane Wynn

Here are eight reasons your business can thrive by partnering with the arts and culture community in Summit County:

- 1. ADVANCE YOUR PRODUCT OR SERVICE:** Work with local artists to help share your message in new, creative, and engaging ways.
- 2. EMBRACE DIVERSITY:** Committing to the arts lets people inside and outside your company know that you value diversity, innovative thinking and a creative culture.
- 3. RECRUIT STRONG TALENT:** Employees want to live and work in a vibrant community. Arts partnerships prove you believe that's a priority.
- 4. BUILD MARKET SHARE:** Partner with the arts to increase your brand recognition and create networking opportunities to develop new business.
- 5. FOSTER CREATIVITY ON YOUR TEAM:** Art stimulates creative thinking, problem solving and team building.
- 6. ENGAGE EMPLOYEES:** People who frequently participate in workplace volunteer activities, including arts and culture based activities, are more likely to be loyal and engaged employees.
- 7. SAY THANKS:** Show appreciation to your employees or clients by providing arts & cultural experiences or recognizing their contributions with a piece of artwork.
- 8. CONTRIBUTE TO THE CITY:** When you partner with local arts, you enhance the economic development of the entire community.

For more information on how to partner or collaborate with ArtsNow, please contact Executive Director Nicole Mullet at nicole@artsnow.org or 330-410-3362.



HOW TO PARTNER WITH ARTS & CULTURE

Light Up Tusc funded by the Barberton Community Foundation. Photo courtesy of Full Spectrum Marketing

PARTNERSHIPS

Here are several ways your business can partner with local arts and cultural opportunities in Summit County

- Partner with *ArtsNow* to bring the arts and culture sector to your business through lunch and learns, unique opportunities for your employees.
- Utilize the arts for employee growth opportunities, professional development experiences, or creative team-building exercises.
- Buy local art to enhance your office, home, or wardrobe.
- Use a local artist to create your awards versus purchasing elsewhere.
- Purchase tickets to local arts/culture events for your clients, employees, and their families.
- Work with *ArtsNow* to provide employees volunteer opportunities in our local arts/culture sector.
- Provide your employees with information on the **free** resource *SummitLive365.com* which showcases local arts/culture events county-wide.
- Sponsor public art in the neighborhood in which your business resides.
- Explore creative employee wellness programs, where health, business, and arts and culture meet.

LET'S COLLABORATE!

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