

Seit dreißig Jahren
erfolgreiches Kultursponsoring
in Großbritannien



20th ANNIVERSARY ARTS & BUSINESS SCOTTISH AWARDS

AND THE WINNERS ARE



ScottishBallet



A & B ist eine seit 30 Jahren in Großbritannien arbeitende sog. Charity-Organisation, was mit Wohltätigkeitsorganisation wohl nicht ganz korrekt übersetzt wäre, die sich zum Ziel gesetzt hat, das erfolgreichste und am weitesten verbreitete kreative Netzwerk in Wirtschaft und Kultur aufzubauen.

Es hilft Geschäftsleuten, Kultur und Kunst zu unterstützen und mit Kultur und Kunst Geschäftsleute zu inspirieren. Warum? Weil die Partnerschaft einer erfolgreichen Wirtschaft und großer Kunst eine reichere Gesellschaft hervorbringt.

Der Präsident dieser Organisation ist der Prince of Wales. A & B verfügte im letzten Geschäftsjahr über ein Budget von ca. 13 Millionen Euro; davon waren ca. 10 Millionen Euro öffentl. Zuschüsse.

Mit diesen Mittel wird auf vielfältige Weise die Zusammenarbeit von Wirtschaft und Kultur/Kunst gefördert und jährlich regionale *Arts & Business Awards* in verschiedenen Kategorien ausgelobt.

Das **Scottish Ballet** war in 2006 Gewinner in folgenden Kategorien

- + ***First Time Arts Sponsorships*** und
- + ***Arts Chair of the Year***

und nominiert für die Kategorie

- + ***Arts & Brand Identity***



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20th ANNIVERSARY ARTS & BUSINESS SCOTTISH AWARDS

AND THE WINNERS ARE

Congratulations to all our winners and commended partnerships at last night's 20th Anniversary Arts & Business Scottish Awards. It was a wonderful evening and we're delighted that so many of you could join us to celebrate the very best in arts and business partnerships in Scotland. Thank you also to all our sponsors, our judges, everyone who nominated, RSAMD students for the entertainment, Wilde Thyme for the catering, and all the staff at the Edinburgh Festival Theatre for a very enjoyable evening

First Time Arts Sponsorship

Sponsored by The Royal Bank of Scotland



A first time sponsorship of Scottish arts activity by a business.

The winning partnership will have seen the business provide financial or other support to the arts partner in order to raise the profile of the business.

WINNERS - Hamilton & Inches & Scottish Ballet

Commended - Lightmaker & Scottish Museums Council

Commended - Navyblue & Dumfries & Galloway Arts Association

Short listed - Society of Petroleum Engineers & Aberdeen Maritime Museum

Es handelt sich dabei um den von **The Royal Bank of Scotland** gesponserten Preis, mit dem die erstmalige Partnerschaft zwischen **Hamilton & Inches**, Schottlands führendem Juwelier, und dem **Scottish Ballet** ausgezeichnet wurde. **Hamilton & Inches** war das erste Unternehmen das die Möglichkeit hatte, Tänzer des Balletts zu sponsern um dadurch im Gegenzug seine Reputation erhöhen und neue Kundenkreise gewinnen konnte. Dies wurde erreicht durch Auftritte der gesponserten Tänzer auf Veranstaltungen von **Hamilton & Inches** sowie der Teilnahme von Mitglieder der Ballettcompagnie an den anschließenden Empfängen.

Arts Chair of the Year In association with the Institute of Directors - Scotland



An inspirational Chair of a cultural organisation.

The winner will be a Chair of an arts organisation who has shown outstanding leadership and commitment, and enabled the organisation to be more effective.

WINNERS - Zoë van Zwanenberg, Chair of YDance and Scottish Ballet

Commended - Julie Austin, Chair of Visible Fictions

Commended - Iain Halliday, Chair of Horsecross

Commended - Donald McDonald, Chair of Scottish Chamber Orchestra

Commended - Penny Thomson, Chair of Boilerhouse Theatre Company Limited

Commended - Tom Thomson, Chair of Royal Scottish National Orchestra

Mit diesem Preis wurde die außergewöhnliche Arbeit Zoë van Zwanenberg's als Direktor von **YDance**, einer Organisation zur Entwicklung des Tanzes in Schottland, die er von einer kleinen 3-Mann-Truppe zu einer schottlandweit agierenden 21-Personen-starken Organisation aufbaute, sowie als Direktor des **Scottish Ballet** ausgezeichnet, dem er seit 2004 als Direktor vorsteht und eine bedeutende Rolle bei der Neuausrichtung der Compagnie sowie dem Ausbau der nationalen wie internationalen Reputation des Balletts einnahm.

Arts & Brand Identity Sponsored by Wolffe and Co



wolffe and co.

The effective use of arts sponsorship to add value to brand identity or raise corporate profile.

We will look for the most creative approach to this objective; 'proven success'; and involvement by stakeholders such as customers, suppliers, employees, communities, media and opinion formers.

WINNERS - TOTAL E&P UK PLC & Royal Scottish National Orchestra

Commended - Shepherd+ Wedderburn & Citizens' Theatre

Commended - Scottish and Newcastle UK & Miller Glasgow International Comedy Festival

Short listed - Bank of Scotland & Scottish Ballet

Short listed - Highland Spring & The Edinburgh Military Tattoo

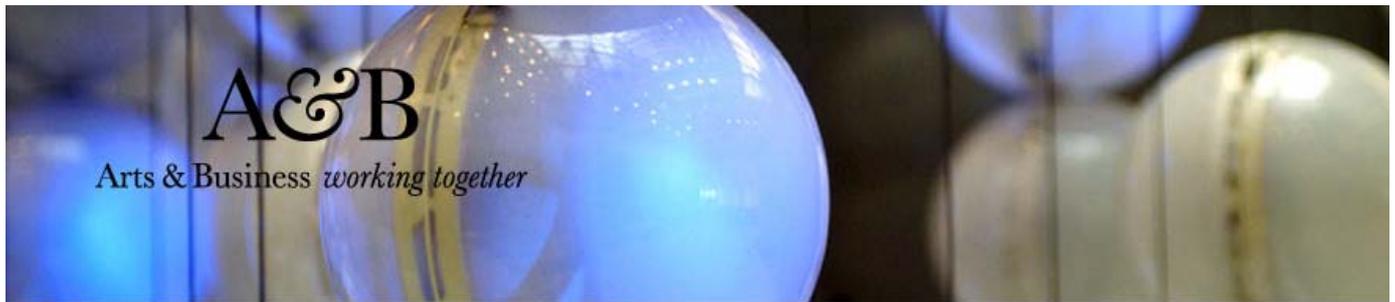
Short listed - stv & Royal Scottish National Orchestra

Short listed - Standard Life & Edinburgh International Festival

Mit dieser Nominierung wurde die effektive Nutzung von Kultursponsoring zur Steigerung der Markenidentität und der Reputation des Sponsors, der **Bank of Scotland**, honoriert. Das ist das Ergebnis einer 20jährigen Partnerschaft zwischen der **Bank of Scotland** und dem **Scottish Ballet**.

Seit dem Jahr 2000 unterstützt das Unternehmen die jährlich Weihnachtsproduktion und ermöglicht Jugendlichen mit ihren Familien den Zugang zu diesen Aufführungen. Die finanzielle Unterstützung belief sich in den Spielzeiten 2005/2006 und 2006/2007 auf eine viertel Million £, ca. 370.000 €

Darüber hinaus ermöglicht die fortlaufende Unterstützung der **Bank of Scotland** dem Ballett die Ausbildung und Förderung des Nachwuchses.



“ A&B aspires to be the world's most successful & widespread creative network. We help business people support the arts & the arts inspire business people, because good business and great art together create a richer society ”





About Arts & Business

A&B aspires to be the world's most successful & widespread creative network. We help business people support the arts & the arts inspire business people, because good business & great art together create a richer society. [Read A&B's Annual Report 2005/06.](#)

Our purpose is to enable business and its people to be more successful by engaging with the arts and to increase resources for the arts from business and its people.

As the leading advocate for the benefits of partnership between business and the arts at both corporate and individual level we deliver a [range of services](#) to both sectors. These include:

- Funding from central government helps us to foster innovative and long-term partnerships between business and the arts through our investment program; [New Partners](#).
- With support from both the private and public sectors, we also run a series of highly reputed professional development programmes which promote the exchange and development of skills between the [business](#) and [arts communities](#).
- We offer advice, training, networking and consultancy on a wide range of issues to business and the arts through our [membership programme](#).

Much of our work is devoted to advocacy and lobbying at both a national and international level, and we disseminate information about the value of arts/business partnerships through leading edge research and evaluation.

The Chief Executive of Arts & Business, is Chairman of CEREC (Comité Européen pour le Rapprochement de l'Economie et de la Culture), the European network for business and arts partnerships and we deliver a range of activities internationally through A&B World. Please look at a list of our [international associates](#).

Who's who.

Arts & Business
Nutmeg House
60 Gainsford Street
Butler's Wharf
London SE1 2NY

020 7378 8143
thinking@AandB.org.uk
www.AandB.org.uk

President
HRH The Prince of Wales

Honorary Vice Presidents

Ian Barlow
Deborah Bull
Sir Peter Davis
Stephen Fry
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(resigned January 2006)
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Alan Smith
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(appointed June 2006)
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(appointed January 2006)

Advisory Council
(at 31 July 2006)
Wendy Austin (Northern Ireland)
Nigel Bellis (North East)
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Dick Jewkes (South East)
Andrew Kelly (South West)
D Trevor Lewis (Yorkshire)
Roger Lewis (Cymru)
Laurence Newman (London)
Hugh Sinclair (East Midlands)

Chief Executive
Colin Tweedy

Company Secretary
Martin Williams

Senior Executive Group
(at 31 July 2006)
Colin Tweedy (Chief Executive)
Phil Gibby
(Acting Commercial Director)
Natalie Melton (Commercial
Director – on maternity leave)
Keith Nicholls (Finance Director)
Jonathan Tchner (Director of
Press & Public Affairs)
Lesley Wicks (Operations Director)
Nicola Williams (HR Director)

Regional and National Directors
(at 31 July 2006)
Gavin Buckley (West Midlands)
Jane Chambers (South East)
Tessa Gordziejko (Yorkshire)
Rachel Jones (Cymru)
Adam Lopardo (North East)
Alice O'Rawa (Northern Ireland)
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Dobbie Road (East Midlands)
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(South West)
Peter Tullin (East)





25 July 2006

Scottish Ballet receive mutiple nominations at Arts & Business Awards

Partnerships between **Scottish Ballet**, **Bank of Scotland** and distinguished Edinburgh jewellers **Hamilton & Inches** were today celebrated as nominations for the **20th Anniversary Arts & Business Scottish Awards** were announced.

The award nominations, which celebrate excellence in partnership between business and the arts, also acknowledged **Zoe van Zwanenberg**, Chair of both Scottish Ballet and YDance, in the prestigious category of Arts Chair of the Year, recognising outstanding leadership and commitment by a Chair of a cultural organisation.

Scottish Ballet were nominated in the following categories:

ARTS & BRAND IDENTITY: SCOTTISH BALLE AND BANK OF SCOTLAND

The effective use of arts sponsorship to add value to brand identity or raise corporate profile

The collaboration between Bank of Scotland and Scottish Ballet has been a relationship of over twenty years. In 2000 the Bank developed this partnership to support Scottish Ballet's yearly Christmas production, initially as Scottish tour sponsor of *Aladdin*, achieving the Bank's aim to make performances accessible to young people and family audiences. In 2003 and 2004 the Bank was the Main Sponsor of Ashley Page's new creation of *The Nutcracker* and sponsors of the Education Programme in SIP areas in Belfast and Glasgow, allowing many children to experience dance and the theatre for the first time.

Now in its 21st year, the relationship between Scottish Ballet and the Bank has flourished, with Bank of Scotland committing more than a quarter of a million pounds over 2005/2006 and 2006/07 in support of the Company's highly acclaimed Christmas production of *Cinderella*. Bank of Scotland's continued investment also enables Scottish Ballet's Education work to be presented alongside the Company's performances, giving participants the opportunity to gain further insight into dance.





**ARTS ENGAGEMENT BY A SMALL BUSINESS:
SCOTTISH BALLET AND HAMILTON & INCHES**

An effective and mutually-beneficial engagement with the arts by a small or medium-sized enterprise (of under 250 employees)

FIRST TIME ARTS SPONSORSHIP: SCOTTISH BALLET AND HAMILTON & INCHES

A first-time sponsorship of Scottish arts activity by a business

Scotland's leading jewellers, Hamilton & Inches became the first business to participate in Scottish Ballet's Sponsor a Dancer initiative. Hamilton & Inches built a particularly close relationship with the Company through their individual sponsorship of soloist Eve Mutso, raising their profile amongst potential new customers whilst also becoming business ambassadors for Scottish Ballet.

Sponsor a Dancer offers its supporters the prospect of enjoying a closer relationship with its greatest assets – the dancers themselves. This Company of talented dancers includes an exciting mixture of international and home-grown stars, each of which can be sponsored in exchange for a wide range of benefits. This scheme is aimed at the corporate sector and participants have the opportunity to sit in on rehearsals, choose the dancer they would like to sponsor, and watch them perform on stage as part of Scottish Ballet's programme. Sponsored dancers are available to make guest appearances for corporate events, as well as mingle with company guests for post-performance entertaining.

Hamilton & Inches enjoy looking at innovative ways to raise the profile of the brand and broaden its appeal to various different groups of potential new customers throughout Scotland and in London. The advantage of supporting Scottish Ballet through Eve Mutso, a personality and dancer is just how flexible this allows the partnership to be.

ARTS CHAIR OF THE YEAR:

ZOË VAN ZWANENBERG, CHAIR OF YDANCE AND SCOTTISH BALLET

Outstanding leadership and commitment by a Chair of a cultural organisation

Zoë has been Chair of YDance for 5 years and has guided the company from a small organisation with three staff, into a national operation with 21 staff operating across Scotland. Zoë became Chair of Scottish Ballet in 2004 and has played a significant role in the continuing redevelopment of the Company, including national and international profiling, and progressing a major capital project.