

## **artsvest Regional expands to Ontario, offering sponsorship training and matching fund opportunities**

ONTARIO – May 15, 2023 – Business / Arts is thrilled to announce the launch of artsvest Regional in Ontario, in partnership with the Ontario Arts Council and the Department of Canadian Heritage.

Through in-depth training, individualized mentorship, and peer-to-peer sessions, artsvest Regional aims to build capacity in the area of sponsorship for small and mid-sized arts, culture, and heritage organizations. Combined with matching fund incentives for new sponsorship dollars raised, the regional program equips organizations with tools to attract and retain corporate partners, enabling them to grow and thrive. artsvest Regional is complementary to the national artsvest program, which launched in February 2023 and has already seen over 400 organizations register from across Canada.

Ontario is the fifth region participating in artsvest Regional in 2023, and joins partners in Alberta, British Columbia, Saskatchewan, and Toronto. With the launch of artsvest Regional in Ontario, cultural organizations from across the province will benefit from tailored support, empowering them to approach the business community with confidence, generate diverse revenue streams, and achieve more sustainable funding models.

"We're delighted to bring artsvest Regional to small and rural communities across Ontario," shares Aubrey Reeves, President and CEO of Business / Arts. "This announcement marks the return of artsvest to Ontario, and with the support of the Ontario Arts Council and the Department of Canadian Heritage, the program is poised to support the growth of arts organizations and help participants establish long-term and successful partnerships within their communities."

"This is the first creative partnership to be announced under the framework of OAC's new strategic plan," said Rita Davies, CM, OAC Chair. "We are delighted that this initiative with Business / Arts will support the growth of key art organizations and their relationships with communities across Ontario."

The 2023-24 program will welcome 15 organizations, prioritizing small arts and culture organizations serving equity-seeking and/or rural communities. Specifically, the focus will be on organizations that are IBPOC-led or serving, operate in rural and remote communities, or are located in northern regions of Ontario. Organizations must have an operating budget of under \$1.5 million or fewer than five employees, and they must be located outside of the city of Toronto. **Interested organizations are invited to submit their applications until Sunday, June 11, 2023.**

**For more information and to apply, visit [businessandarts.org/artsvest/ontario](https://businessandarts.org/artsvest/ontario).**

## **About artsvest and artsvest Regional**

artsvest is Business / Arts' signature mentorship and training program, with a strong history and demonstrated success in building the capacity of Canada's cultural sector. Launched in 2005, artsvest has operated in various forms in regions across Canada. To date, 5,966 representatives from 2,576 organizations have participated in artsvest and completed over 20,000 hours of training and mentorship. Since the program's inception, a total of 5,864 new partnerships have been formed with businesses, raising over \$26.8M in new private sector investment. artsvest Regional is a smaller, more focused program offered in addition to the national program. Available in select regions where artsvest has secured a local funding partner, artsvest Regional currently operates in British Columbia, Alberta, Saskatchewan, Ontario, and the city of Toronto.

## **About Business / Arts**

Business / Arts is a national charitable organization that champions business investment in the arts and looks to build strong, lasting partnerships between the arts, business, and government in Canada. Through targeted programming initiatives and a connected network of arts champions, Business / Arts is committed to ensuring the arts are recognized as playing a vital and necessary role socially, culturally, and economically across Canada.

This program has been made possible by the Government of Canada and the Ontario Arts Council



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