

artsvest Regional returns to Toronto, offering sponsorship training and matching fund opportunities

TORONTO – September 12, 2024 – Business / Arts is thrilled to announce the return of artsvest Regional to Toronto, in partnership with the City of Toronto and the Department of Canadian Heritage. This program combines in-depth training, mentorship, and matching funds to help small arts organizations build partnerships with the private sector.

Since its launch in 2013, **artsvest** has supported over **500 Toronto-based arts organizations**, enabling them to secure more than **800 corporate sponsorships** and injecting **\$7.3 million** into the local arts sector. The 2024-25 program will welcome up to **15 organizations**, prioritizing those serving equity-deserving communities.

artsvest Regional builds on the success of the **national artsvest** program, which entered a new phase in February 2023 and has already seen over **600 organizations participate from across Canada**.

The Toronto program will run in parallel to the national program, offering participants tailored training, individualized mentorship, peer-to-peer learning, and an average of **\$4000 in matching funds per organization**. These matching funds double the impact of new sponsorships, providing arts organizations with greater leverage to secure private sector partnerships—diversifying revenue streams and enhancing sustainability.

“We’re thrilled to bring artsvest back to Toronto,” shares Aubrey Reeves, President & CEO of Business / Arts. “With the powerful combination of training, mentorship, and matching funds, this program provides small arts organizations with the tools to attract corporate sponsors as well as build meaningful, lasting relationships that will support their growth and resilience.”

Toronto joins Alberta, British Columbia, Saskatchewan, and Ontario in offering artsvest Regional in 2024.

Organizations eligible for artsvest Regional in Toronto must be non-profit arts, culture, or heritage organizations with operating budgets under \$1.5 million, located within the city of Toronto, and demonstrate a need for training in the areas of sponsorship, marketing, or fund development. Priority will be given to organizations that serve Indigenous, Black, or other equity-deserving communities through their mandate and major programming, and work in the area of community-engaged arts.

Interested organizations are invited to apply by **Wednesday, October 9, 2024**. For more information and to apply, visit businessandarts.org/artsvest/toronto.

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 3,071 organizations have participated in artsvest and completed over 23,963 hours of training and mentorship.

Since the program's inception, a total of 6,147 new partnerships have been formed with businesses, raising over \$27.59M in new private sector investment. artsvest Regional is a smaller, more focused program offered in addition to the national program. Available in regions where artsvest has a local funding partner, artsvest Regional currently operates in British Columbia, Alberta, Saskatchewan, Ontario, and the City of Toronto.

About Business / Arts

Celebrating 50 years in 2024, 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 City of Toronto



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