



Businesses can gain competitive advantages from engaging with the arts!

Here are practical ways your business can get involved. These tips are provided by the PARTnership Movement, initiated by Americans for the Arts. Let us know how your business engages the arts.

Share your stories and photos here, at [www. ArtWORKSPHX.com](http://www.ArtWORKSPHX.com)!

Visit the Arts

- Reward your employees with free or discounted tickets to an arts event such as a concert, a ballet, or museum membership.
- Foster teambuilding by bringing employees together to paint a mural or sing in a choir.
- Volunteer at local arts events or serve on the board of an arts group for professional development.

Invite the Arts In

- Donate your space (such as your lobby) for a local art exhibit or performance.
- Bring in artists to perform training workshops about issues such as diversity, teambuilding and leadership.
- Present lectures featuring artists.
- Host an artist in residence to enhance employees' creativity.
- Include arts in your office to inspire employees.

Foster the Arts Within

- Tap into artists within your company by hosting an employee art show, musical performances, or battle of the bands.
- Partner with an arts education program and encourage your employees to volunteer.
- Participate in an arts program to encourage creativity and news ideas.

Marketing Tie-Ins

- Advertise in the playbills of local performances.
- Underwrite the cost of tickets and print your logo on the back.
- Employ artists for the design of your next marketing campaign.
- Creatively connect your brand with an arts organization or experience.
- Use the arts to tell your company's story to customers and employees.

