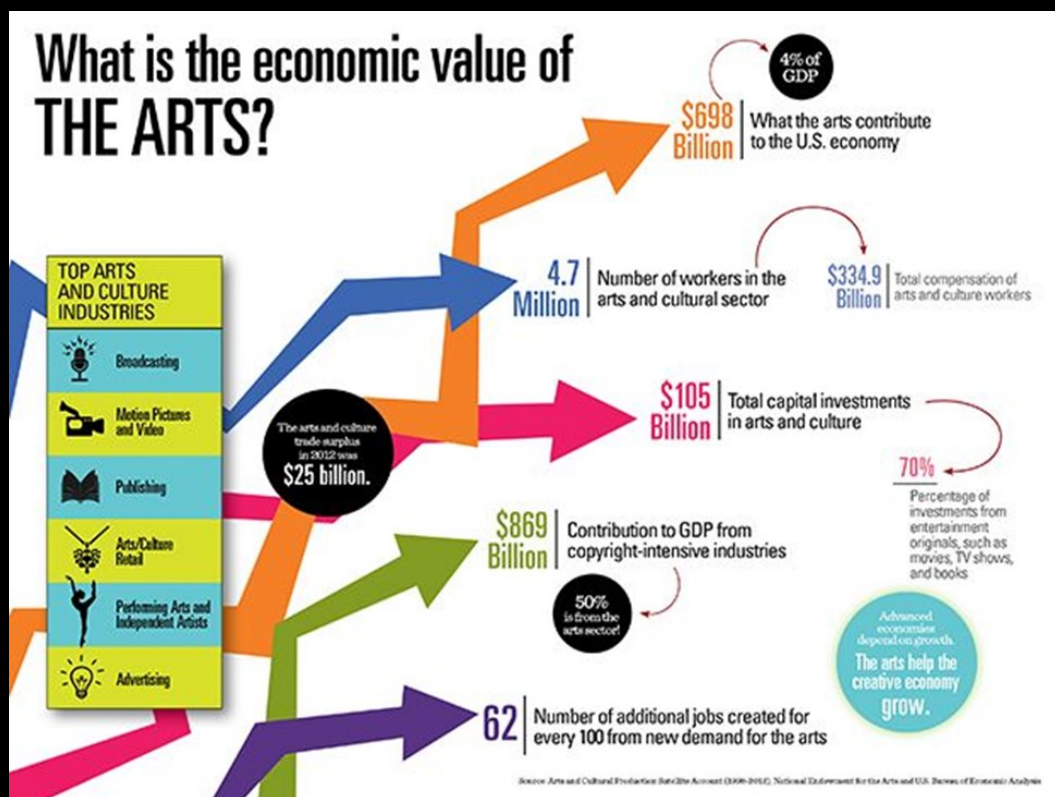


Arts & Business Partnerships

Many businesses partner with the arts to build their brand, support community, and draw new customers.

The City of West Hollywood through its Arts & Economic Development Division has prepared some easy tips for engaging with the arts.

According to Americans for the Arts 'Economic Impact of Non-Profit Arts' study, the average **West Hollywood non-profit arts consumer spends an additional \$26.05** outside of the arts event admission/ticket price, most of this at local businesses such as restaurants, retail stores, and hotels. Aligning your brand with the arts is also a great way to increase the coolness factor of your business and get your brand in front of a highly-educated and affluent demographic.



How to partner?

West Hollywood, known as the Creative City, draws many people who come to enjoy the arts. You can engage with these local arts patrons through some simple methods.

Attract Art Attendees

- Offer a special price or discount to people who attend a local arts event and bring a program or ticket stub from that event. Check out our art calendar for a list of arts events near you. <http://bit.ly/wehoartscalendar>
- Work out a partnership with a local art event or theatre to have posters or postcards at your business, and vice versa have business cards or coupons at the art event or venue.
- Sponsor a local performance/show in exchange for space in their playbill/program. You could include a code or coupon like the one to the right.

**Save 10% off your bill
if you bring a
program from a One
City One Pride or
Free Theatre in the
Parks event!**

Host an Art Exhibit

Hosting an indoor art exhibit, or rotating exhibits, is a great way to expose new artists to the public, beautify your space, and can even serve as an alternate income source if you take a small commission for selling the artwork displayed on your walls. Artists will invite their friends to come to an artist reception exposing your business to more people.

The City has a registry that it makes available to artists seeking non-traditional exhibit space. Your business can register at <http://bit.ly/altxhibitspace>

You can also find artists by contacting artist member organizations such as LA Art Association (www.laaa.org)

Install a Mural

Murals can draw attention to or serve as a landmark for your business, provide an opportunity for an artist, and serve as a way of beautifying the public realm. There is a process for approving a mural through the City, and murals should not directly advertise your business. Find out more at: <http://bit.ly/wehocommmercialmurals>



This interactive mural designed by artist Thomas Dambo allowed passers-by to engage with the Shake Shack space before they opened.



This mural by Retna at Craig's West Hollywood made the top 11 most Instagrammable murals in LA list by rackedla.com.



Businesses such as Church boutique (image on left) sell art from their spaces.



Connect via Social Media

Follow WeHo Arts on social media and share posts to expand awareness of arts related activity at your business. Use the hashtags #wehoarts and #weho to connect with WeHo Arts.

Connect with us!



/WeHoArts



@WeHoArts



@WeHoArts

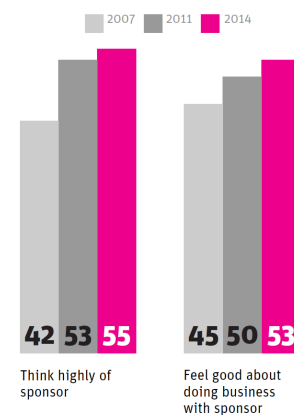
Create a Social Media Contest

Buy tickets to a show and offer them to people who tweet with a certain hashtag or phrase like *'I heart #wehoarts @ WeHoArts @wehochamber'*.

By offering tickets to an arts experience you are more likely to create a memory for the winner that they will associate with your business, share with their friends, and also helps promote the art event or show.

Support the Arts through Sponsorships

The arts need patrons. Be a modern day Medici, Ahmanson, or Taper, and help support the arts through fiscal and promotional sponsorship. Many businesses have used a partnership with the arts to build their brand. You can find some upcoming projects that may need sponsorship at www.weho.org/arts



Positive Perceptions by Consumers of Companies that Support the Arts.
Source: Culture Track 2014

This flyer on Arts & Business Partnerships was prepared by the City of West Hollywood's Arts and Economic Development Division as a tool to support local businesses and our creative community.



City of West Hollywood

www.weho.org/arts

www.weho.org/business

For a digital version of this flyer, as well as additional resources visit:

<http://bit.ly/wehoartspartnerships>