

# Award for Arts Sponsorship

## 藝術贊助獎

### 目的

機構或個別人士在贊助藝術時，除了代表其對藝術活動的支持，亦代表他們對藝術的熱誠。就機構而言，更有助建立正面的形象。此獎項旨在表揚贊助人 / 機構對推動香港藝術發展的貢獻，藉此鼓勵更多機構 / 人士贊助香港的藝術活動。

### 獎項

設多個獎項。

### 候選資格

- 獎項接受個人或本港註冊的團體 / 機構競逐（獲提名人士須持有香港身份證）；
- 須由一位人士提名（提名人可以個人或團體名義進行提名）；
- 須提交一份贊助活動報告<sup>(註<sup>19</sup>)</sup>，介紹候選人 / 團體在 2010/11 年度<sup>(註<sup>20</sup>)</sup>所贊助的藝術團體 / 活動；
- 所贊助的藝術團體須以本港為基地；
- 所贊助的活動須為本地製作，而主要參與人員為本地藝術工作者；
- 凡曾獲藝發局頒發「藝術贊助獎」的團體均可再次接受提名。

### 評選準則

- 以候選人 / 團體在 2010/11 年度的贊助項目及成績作為嘉許基準；
- 贊助項目可包括金錢、物品或其他的資源（包括場地、人力及宣傳渠道等）。



註<sup>19</sup> 須提交一份不多於 20 頁的贊助活動報告，介紹 2010/11 年度所贊助的藝術活動。請附上有助評審的相關文件及贊助活動記錄資料，如宣傳物品以及傳媒報導等。有關報告格式，請參閱「藝術贊助獎」表格。

註<sup>20</sup> 計算期為 2010 年 9 月 1 日至 2011 年 8 月 31 日。

## Objective

When an organisation or individual sponsors an arts programme, it not only provides financial support, it also demonstrates the sponsor's attitude towards the arts. From the sponsor's viewpoint, it helps to develop its image or brand. This award aims to recognise the contribution of sponsors to the development of the arts in Hong Kong, and to encourage more extensive sponsorship of local arts programmes.

## Types of Awards

Various awards will be presented to individuals and organisations.

## Eligibility

- Individuals and groups/organisations registered in Hong Kong are eligible for nomination (Individual nominees should possess a Hong Kong Identity Card);
- Nominees should be nominated by one proposer (individuals or on behalf of an organisation);
- A sponsorship report <sup>(Note<sup>19</sup>)</sup> introducing the arts activities sponsored by the nominee during the year 2010/11 <sup>(Note<sup>20</sup>)</sup> should be submitted;
- The sponsored arts organisation should be local, and it should feature local arts practitioners; and
- Previous recipients of the ADC's Award for Arts Sponsorship may be nominated for this award again.

## Assessment Criteria

Attention will be paid to the following:

- The sponsorship programme should have taken place during 2010/11; and
- The sponsorship may have taken the form of cash or other resources (such as venues, manpower, publicity channels, etc.).

Note<sup>19</sup> Besides the nomination form, a report not longer than 20 pages should be submitted. This should introduce the arts activities sponsored by the nominee during 2010/11. To facilitate adjudication, please attach relevant documentation about the activities, such as publicity materials and news clippings. Please also refer to the nomination form for the suggested report format.

Note<sup>20</sup> The period covered should be from 1 September 2010 to 31 August 2011, both dates inclusive.