

FOR IMMEDIATE RELEASE



ARTPRIZE

ARTPRIZE® NEW AND RETURNING SPONSORS DEMONSTRATE CORPORATE INTEREST IN THE ARTS

Top sponsors such as Delta Air Lines and Wolverine Worldwide return for cause related brand engagement with crowds expected to exceed 400,000.

NEW YORK, NY, August 13, 2014 – The sixth edition of ArtPrize, the radically open international art competition, will return September 2014 to Grand Rapids, Mich. Since its inception, the world's largest art competition has doubled its attendance from 200,000 visitors in 2009 to more than 400,000 visitors in 2013. As the scale of ArtPrize has increased, two factors have grown in tandem: ArtPrize's need for corporate sponsorship and the appeal of sponsoring the unorthodox art competition in the eyes of potential corporate partners, with major multinational corporations like Delta Air Lines and Wolverine Worldwide not just returning, but increasing their sponsorship of the 19-day event.

Art events like ArtPrize are uniquely poised to create opportunities for increased brand awareness in new markets. Research shows that this type of philanthropic support is important to consumers, finding that 65 percent reported that they were more likely to switch brands because of cause-related marketing, while 83 percent have a more positive image of a sponsor who supports a cause they care about (Art & Business Quarterly, Spring 2001). This trend is reflected by major multinational companies like UNIQLO, which sponsors Free Friday Nights at the Museum of Modern Art (MoMA) and Bloomberg LP's on-going arts initiatives through its Bloomberg Space gallery. Lex Fenwick, CEO of Bloomberg, explains that "[Bloomberg's] relationship with the arts provides an important vehicle to promote who we are and what we stand for," indicating that corporate patronage of the arts can be a valuable public relations and marketing tool with a lasting impact for brand recognition.

After a marked decrease in corporate philanthropy in the wake of the 2008 global recession, companies are beginning to recover and over half are giving back more to their communities than in 2007, with a focus on cause-based long-term partnerships (CECP's *Giving in Numbers*, 2013 Edition). ArtPrize is one of the organizations that has attracted returning partners like Delta Air Lines and Wolverine Worldwide in 2014 by offering its sponsors opportunities to reach new audiences in novel and engaging ways.

Wolverine Worldwide, a global marketer of branded footwear such as Merrell, Sperry Top-Sider, Hush Puppies, Keds, and Saucony based in Western Michigan, returns for its sixth year as a Leadership level sponsor of ArtPrize, the company's highest pledge to date of the event. Christi Cowdin, a spokesperson for Wolverine Worldwide, explained that their support of ArtPrize has increased in conjunction with the growth of the event, a local attraction that "far exceeded expectations" by blossoming into an event with an international audience, reinforcing Grand Rapids' reputation as a leading cultural destination. The company views their sponsorship of ArtPrize as twofold: as a long-term investment in building a vibrant local community with the cultural activities and amenities that draw talent to the region, and as a tool to provide brand alignment opportunities with an organization they share common core principals with.

For 2014 Wolverine Worldwide will present The Clubhouse, an exclusive hospitality suite for credentialed guests, sponsors, venues, and artists. The location for The Clubhouse, inside a recently renovated and refurbished 1874 Italianate style building located on the main downtown walkway for ArtPrize, was donated by local developers CWD. The Clubhouse will serve as a showcase of the historic building's recent aesthetic and ecological upgrades while offering insider access to ArtPrize VIP attendees invited to relax, engage and connect in the space at the veritable heart of the event.

Commented Jim Zwiers, Wolverine Worldwide's President, International Group, and a member of the ArtPrize board:

Wolverine Worldwide has been a supporter of ArtPrize since its inception, and our company is exceptionally pleased to be involved with this powerful, cultural event that has gained international recognition. Wolverine Worldwide is a global company of 16 lifestyle brands reaching millions of consumers in more than 200 countries. Our company's global reach, dedication to enriching communities, and drive to meet our consumers' lifestyle needs matches up well with ArtPrize and its dedication to fostering a stimulating global conversation about art, and so much more. We could not be more excited to celebrate another year of ArtPrize, and we are glad to support this keystone event that helps make West Michigan a great place to live, work and play.

Sam Cummings, Managing Partner of CWD, elaborated on how the arts and ArtPrize contribute to Grand Rapids:

We support the arts in Grand Rapids because we are passionate about art, creative expression and its influence on the future of our City. ArtPrize puts our City on the national stage and is our favorite time of year to show off our vibrant downtown.

Delta Air Lines is a committed partner since 2013 and a Premier Benefactor level sponsor of this year's event increasing its donation to ArtPrize for 2014. Delta Air Lines sponsorship is part of its Sponsorship and Promotional Marketing initiative, which focuses on creating brand loyalty and

awareness, while supporting positive community engagements. As part of its Force for Global Good, Delta Air Lines, the Delta Air Lines Foundation, and its employees contribute time, resources and millions of dollars to a host of philanthropic causes.

Delta Air Lines was the title sponsor of ArtPrize 2014's Pitch Night, a pre-event for the competition that allows artists to present proposals for exhibitions at two of the competition's most coveted venues, Gillett Bridge and Louis Campau Promenade. Pitch Night occurred May 22 and June 26 at 21c Museum Hotel in Cincinnati and the Walker Art Center in Minneapolis, where *The Grand River Checkpoint Project* by Bjorn Sparrman and *Perso/Trovo (Lost/Found)* Grand Rapids 1826 by Joe Girandola, were awarded \$5,000 grants respectively. Delta Air Line's generous support of Pitch Night ensures that ArtPrize 2014 offers its most dynamic and bold exhibitions yet through the funding of these artists' particularly ambitious and engaging projects.

Tad Hutcheson, Delta Air Lines V.P.–Community Affairs, said:

Delta is proud to continue its partnership with ArtPrize as it serves the people and communities where we live and work each day. As a global company, we are extremely committed to supporting and raising awareness for innovative and diverse events around the globe. Through our partnership with ArtPrize, we hope to give artists the opportunity to showcase their passion through their work and give attendees a unique opportunity to develop a deeper appreciation for contemporary art.

With multiple press outlets calling ArtPrize in Grand Rapids one of the top travel destinations in 2014, ArtPrize is expected to reach more than 400,000 visitors this year. ArtPrize corporate sponsor partnerships deliver the greatest marketing impact possible, aligning brands with ArtPrize attendees leading up to, during, and after the 19-day event. Businesses like Wolverine Worldwide and Delta Air Lines that devote a portion of their philanthropic contributions to the sector know that the arts are uniquely poised to create opportunities for increased brand awareness in new markets, while contributing to the overall enrichment of the communities that host these events. ArtPrize is grateful to all of its sponsors for making Grand Rapids home to the world's largest art competition.

Additional sponsors of ArtPrize include:

Founding: The Dick & Betsy DeVos Family Foundation

Premier Leadership: Amway | Founders Brewing | Kendall College of Art and Design | Meijer | PCN Bank | The Rapid Public Transportation System | The Richard and Helen DeVos Foundation

Leadership: Consumers Energy | CWD | Deloitte | Frey Foundation | Grand Rapids Community Foundation | Haworth | Steelcase Inc. | Daniel and Pamela DeVos Foundation | The Douglas and Maria DeVos Foundation | Iserv | The VanderWeide Family Foundation | Trivalent Group

Premier Benefactor: Adtegrity | City of Grand Rapids-Downtown Development Authority | Edward Jones | Foremost Insurance | Grand Valley State University | Heineken | ITC | Michigan Council for Arts & Cultural Affairs | Mighty in the Midwest | National Endowment for the Arts |

Spectrum Health | Square One Design | St. Julian Winery | Terryberry | The Edgar and Elsa Prince Foundation | The Gilmore Collection | WGVU

Benefactors: Notions Marketing

Patrons: AARP | Allstate Insurance Company | American Express | Blue Cross Blue Shield of Michigan/Blue Care Network | Cascade Engineering | Clark Hill PLC | Comerica Bank | Dan and Sherry Bowen | Doornink Foundation | Grand Rapids Community College | Herman Miller Cares | Holland Litho Printing Service | ICONsign | John and Mary Hendrickson | Lutheran Social Services of Michigan | McGarry Bair PC | Mike and Sue Jandernoa | OST (Open Systems Technologies) | RDV Corporation | Rick and Melissa DeVos | Sibsco | Varnum LLP | Woking Taco

Contributors: Custom Printers

Friends: Certified Tile and Stone Installers | Compass College of Cinematic Arts | Custer, Inc. | Erb Thai

Exclusive Television Broadcast Media Partner: WOOD TV8

ABOUT ArtPrize

ArtPrize is an international art competition open to any artist and decided by public vote. It invites artists to try out new ideas on a large and diverse population of people. It seeks to broaden the critical dialogue around contemporary art by awarding the world's largest art prize, at \$560,000. Registered artists and venues connect online at www.artprize.org and agree to present the artwork for public display during the 19-day event. ArtPrize 2014 will include 1,537 entries representing 51 countries and 42 U.S. states and territories. ArtPrize 2013 attracted more than 400,000 active participants. Since its inception, individuals of all backgrounds have cast more than 2 million votes for public art. For more information, visit www.artprize.org.

DATES:

September 24 – October 12, 2014

LOCATION:

ArtPrize occupies three square-miles of public and private venues across downtown Grand Rapids, MI. For further venue information, visit www.artprize.org/venues.

MEDIA CONTACT:

A&O

Lainya Magaña, A&O PR
347-395-4155 | lainya@aopublic.com

ARTPRIZE CONTACT:

Jaenell Ott
616-214-7921 | jaenell@artprize.org

