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1. FOREWORD

- 1.1 The survey that this document reports on was prompted by three facts. First, we live in an environment where most organisations experience financial constraints. Second, *cultural* organisations rely heavily for their income on private sponsorship. Third, the next eighteen months bring a series of events - one of them of epochal significance - that will offer New Zealand businesses alternative opportunities for gaining the public's attention.
- 1.2 Against this background, the Ministry of Cultural Affairs considered that it would be timely to provide the Government with information on the trend of the cultural sponsorship market, based on a mainly attitudinal survey of businesses. In a less formal fashion the Ministry also sought the views of cultural organisations that receive funding through the Ministry but also rely on sponsorship. This report summarises the views and intentions of the 70 businesses that filled in the survey form, a copy of which is included. Though the survey was confidential and we cannot name them here, we are very grateful for their co-operation.
- 1.3 In asking the survey's fifteen questions we were interested in examining the following topics:
- The capacity or willingness of businesses to enter into cultural sponsorship arrangements in the next three financial years (1999/2000-2003) compared with the last three
 - The factors influencing any discernible trend to or away from cultural sponsorship
 - The preferences of sponsoring businesses among the different kinds of cultural activity
 - Business's views on the likely state of the sponsorship market as a whole in the next three financial years
- 1.4 The survey was designed to the Ministry's specifications by Statistics New Zealand, which also analysed the results. Anne Spellerberg of that department's Social Policy Division prepared the attached report. It has been published for the information of people working in the cultural

sector or in the corporate sector, which will continue to play a significant role in the fortunes of the cultural sector, and for anyone with an interest in our cultural life and its continued development.

Martin Matthews

*Acting Chief Executive
Ministry of Cultural Affairs*

January 1999

2. INTRODUCTION

- 2.1 The Ministry of Cultural Affairs conducted this survey in November 1998 with a view to obtaining a feel for the cultural sponsorship intentions of various large businesses over the next three years. Past sponsorship of cultural events and activities was also asked about, along with opinions of why businesses undertake cultural sponsorship.
- 2.2 The survey was not designed as a statistical survey in that the sample of businesses was not selected on the basis of any statistical design. As a result, the findings cannot be generalised to the total population of businesses.

Response

- 2.3 Questionnaires were sent to 100 businesses in various industries, and 70 were returned. Those 70 included 18 questionnaires which were only partially completed - either blank responses, missing pages, or the use of "Don't know" where that was not an option on the questionnaire. This means that the number of businesses answering each question is not necessarily consistent throughout the questionnaire.

Results

- 2.4 The total number of responses given to each question is provided in Appendix 1. In some questions, respondents were given the opportunity to tick more than one answer so in those cases the total number of responses exceeds the number of completed questionnaires.

3. ANALYSIS

CULTURAL SPONSORSHIP IN THE PAST THREE YEARS

Number of events sponsored

3.1 Of the 70 businesses that took part in the survey, 58 (83 percent) had provided some cultural sponsorship during the previous three financial years. The most common number of activities to have been sponsored was two, with 16 businesses (28 percent) reporting sponsorship of two different events or activities. Two-thirds (67 percent) of all businesses that had undertaken cultural sponsorship in the last three years had sponsored four or fewer different types of event or activity (see table 1).

Table 1: Number of businesses that had undertaken cultural sponsorship in previous three financial years (1996-97, 1997-98, 1998-99), by number of different events/activities sponsored

<i>Number of events/activities</i>	<i>Number of businesses sponsoring in last 3 years</i>	<i>Percentage of businesses sponsoring different numbers of events</i>
1	8	14
2	16	28
3	9	16
4	6	10
5	5	9
6	4	7
7	4	7
8	0	0
9	2	3
10	2	3
11	1	2
12	1	2
Total	58	100

Note: Percentages may not sum to 100 due to rounding.

Types of events sponsored

3.2 Table 2 shows the types of cultural sponsorship undertaken over the previous three financial years. Arts festivals were the single most preferred event to sponsor but these were closely followed by the provision of free or reduced-cost services; single productions or performances by an arts or cultural group; operational costs of a cultural organisation; an annual season of performing arts; and the funding of exhibitions (touring or not). At least 10 percent of the businesses that

had provided cultural sponsorship in the previous three financial years had contributed to one of these types of event or activity.

- 3.3 The activities least preferred by surveyed businesses over the previous three financial years were contributing to the capital costs of a cultural organisation; promotional tours by artists, writers, etc; and sponsoring international tours by New Zealand performers or artists, or international exhibitions of New Zealand work. Only 3 percent of businesses had sponsored these types of events in the three previous financial years.

Table 2: Number and percentage of businesses that had undertaken different types of cultural sponsorship in previous three financial years (1996-97, 1997-98, 1998-99)

<i>Event/activity sponsored</i>	<i>Number of businesses sponsoring in last 3 years</i>	<i>Percentage of businesses</i>
Arts festivals	28	12
Provision of services	26	11
Single productions	24	10
Operational costs	23	10
Annual season	22	10
Exhibitions	22	10
Competitions/awards	20	9
Educational projects	15	7
Scholarships	12	5
Infrastructure	10	4
International tours	8	3
Promotional tours	7	3
Capital costs	6	3
Other	6	3
Total	229	100

Proportion of sponsorship budget spent on cultural sponsorship

- 3.4 When asked about the percentage of their total sponsorship budget given to cultural sponsorship in each of the previous three financial years, more than 50 percent of businesses reported “less than 20%”. This shows that the majority of businesses spend most of their sponsorship budget on non-cultural events and activities.
- 3.5 In each year, only 7 or 8 businesses had spent 80 percent or more of their sponsorship budgets on culture. This equated to 13 - 15 percent of businesses each year dedicating nearly all their sponsorship budget to funding cultural events and activities.

Importance of factors in deciding whether to sponsor

3.6 Businesses that had provided cultural sponsorship in the previous three financial years were asked to rank the importance of a number of factors in deciding whether to sponsor a cultural activity. Table 3 shows these factors ranked from the most important to the least important. The ranking has been decided by the percentage of businesses describing the factor as “very important” in their decision making.

Table 3: Percentage of businesses ranking factors by importance in their decision making on cultural sponsorship

<i>Factor</i>	<i>Very important</i> %	<i>Quite important</i> %	<i>Little or no importance</i> %
Increase brand awareness	62	29	9
Reach a particular market segment	60	29	11
Be the sole sponsor, or one of a small number of sponsors	53	28	19
Provide client hospitality	47	39	14
Associate business with activity or event of national significance	39	43	19
Serve the public good	35	52	13
Associate business with activity or event of local significance	35	38	27
Associate business with creative work	27	35	37
Associate business with particular cultural organisation or type of activity	25	46	29
Get television exposure	17	27	56
Associate business with activity or event of international significance	10	29	62
Associate business with tradition	8	31	62
Support personal interests of business’s management or board members	2	33	65

Note: Percentages may not sum to 100 due to rounding.

3.7 The most important factor in deciding whether to proceed with cultural sponsorship was found to be the business’s perceived ability to increase its brand awareness. Sixty-two percent of the businesses that ranked that factor assessed it to be “very important”. At the other end of the importance scale, 1 in 10 businesses assessed increasing brand awareness as of “little or no importance”.

- 3.8 Other factors which more than half the businesses assessed as “very important” were reaching a particular market segment, and being the sole sponsor or one of a small number of sponsors. Just under half (47 percent) also assessed the ability to provide client hospitality as being very important.
- 3.9 The least important factor in cultural sponsorship decision making was supporting the personal interests of management or board members. Only 2 percent of businesses answering the question ranked that factor as “very important”. Also ranking low in importance were associating the business with tradition; associating the business with an activity or event that is of international significance; and getting television exposure. Fifty-six percent of businesses assessed getting television exposure as of “little or no importance” in their decision making on whether to sponsor a cultural event or activity.

Importance of funding from central government

- 3.10 Almost three-quarters (73 percent) of the businesses answering the question said they gave no weight at all in their decision making to whether the activity or organisation was getting funding from central government or a central government agency. One in five businesses (20 percent) said it may make them less willing to sponsor the activity or event. The remaining 4 businesses (7 percent of the total) said it may make them more willing to sponsor it.
- 3.11 Sixteen businesses (29 percent of those answering the question) provided comment on why they had answered as they had. Half the comments came from businesses that indicated that existing government funding would have no impact at all in deciding whether to sponsor an activity or organisation. Most stressed the importance of considering each case individually and applying their own criteria in the decision making. Others acknowledged the fact that the cultural sector obtains its income from a variety of sources and indicated that further support was likely to be needed, whether or not government was providing funding.
- 3.12 Five businesses commented after indicating that government support would make them less likely to sponsor. Most focused on the benefit that must accrue to their own organisation, noting that sharing a funding role with government may reduce the profile of their business in the sponsorship.
- 3.13 Three businesses elaborated on their response that government funding would make them more likely to sponsor a cultural activity or organisation. The benefits of joining with government in such an undertaking were seen as being a reduction in the risk of the activity not being managed professionally, more affordable sponsorship for corporates, and the desire to be seen as part of a “family” of sponsors.

Desire to have a say in the content of event or activity being sponsored

- 3.14 Forty-two percent of businesses answered that they have never wanted to have a say in the content of a cultural activity or event they are sponsoring. More than half (55 percent) said they wanted a say “in some circumstances”. Only two businesses (4 percent of the total) said they always wanted a say.
- 3.15 Seventeen respondents offered comments on their answers. Most comments came from businesses that said they would want to have a say in content in some circumstances. They felt a need to minimise the risk of association by ensuring quality and making sure the content was consistent with their culture, image and values. Of those businesses that would never want a say in content, most stated that content would already have been assessed when deciding whether to sponsor. The ethics of interfering in artistic expression also rated a mention.

INTENDED FUTURE SPONSORSHIP

Number of events which might be sponsored

- 3.16 Of the 70 businesses that took part in the survey, 13 indicated they were not intending to be involved in cultural sponsorship over the next three years. Of those, seven had also not been involved in the previous three years.

Table 4: Number of businesses that might undertake cultural sponsorship in next three financial years (1999-2000, 2000-01, 2001-02), by number of different events/activities which might be sponsored

<i>Number of events/activities</i>	<i>Number of businesses that might sponsor in next 3 years</i>	<i>Percentage of businesses that might sponsor different numbers of events</i>
1	13	23
2	10	18
3	8	14
4	8	14
5	8	14
6	3	5
7	4	7
8	3	5
Total	57	100

- 3.17 Fifty-seven businesses (81 percent) indicated that they might sponsor cultural events or activities in the next three financial years. The most common number of cultural activities which businesses felt likely to sponsor was one. Almost one-quarter of businesses that felt they might sponsor (23 percent) indicated only one activity. Another 18 percent

reported that they might contribute to two different types of activity during the next three years. At the upper end of the scale, just under one-third of businesses (32 percent) indicated an interest in sponsoring five or more different types of cultural event or activity (see table 4).

Types of event which might be sponsored

3.18 The performing arts were the activities to which the greatest number of businesses felt they might contribute in the next three years. Eighteen percent of businesses indicated the performing arts as a possible choice for their sponsorship. Also ranked highly amongst preferred activities and events were the provision of free or reduced-cost services; arts festivals (either whole festivals or single festival events); cultural competitions, awards, prizes and scholarships; and exhibitions. More than 10 percent of businesses described each of these as being possible recipients of their future sponsorship.

Table 5: Number and percentage of businesses that might undertake different types of cultural sponsorship in next three financial years

<i>Event/activity which might be sponsored</i>	<i>Number of businesses that might sponsor in next 3 years</i>	<i>Percentage of businesses that might sponsor</i>
Performing arts	35	18
Provision of services	27	14
Arts festivals	27	14
Competitions/awards	21	11
Exhibitions	21	11
Operational costs	18	9
Other cultural events	18	9
Educational projects	15	8
International tours	11	6
Promotional tours	6	3
Total	199	100

Note: Percentages may not sum to 100 due to rounding.

3.19 The least preferred activities or events were promotional tours by artists, writers, etc (3 percent of businesses); international tours by New Zealand performers or artists, or international exhibitions of New Zealand work (6 percent of businesses); and educational arts or heritage projects (8 percent of businesses).

Proportion of sponsorship budget which might be committed to culture

3.20 Those businesses that indicated that they might undertake cultural sponsorship in the next three financial years were asked how much of

their sponsorship budget they thought they would be committing to cultural events and activities. In each of the next three financial years, more than 50 percent of businesses indicated that they think they will be committing up to 20 percent of their budgets to cultural sponsorship. Around or just under one-quarter indicated a likely expenditure of more than 60 percent of their sponsorship budget on cultural events and activities.

Comparison of next three years with last three years

- 3.21 Of those businesses that answered the question, 57 percent believed their cultural sponsorship in the next three years would stay about the same as the last three years, 18 percent thought it would increase and 12 percent thought it would decrease. The remaining 12 percent did not yet know.

Factors influencing businesses to reduce their cultural sponsorship

- 3.22 Businesses that thought their cultural sponsorship would decrease over the next three years compared to their previous commitments were asked what factors had influenced that change. Only one business said it was because they were dissatisfied with what the business had got from past sponsorship. Almost equal numbers of businesses indicated the state of the economy, sponsorship of “other things”, and “other factors” as influencing their business to make the change.
- 3.23 Eight businesses chose to comment on their answers. The most common factor cited as a reason for the change was internal review. Several businesses observed that there had been a change in their focus or business priorities. This had resulted in strategic changes, including budget cuts, and cultural sponsorship had been judged inappropriate as a result.

Non-cultural sponsorship

- 3.24 Businesses that indicated their cultural sponsorship would be reducing because they would be sponsoring other things were asked to state what these were. No businesses indicated sponsorship linked to the Americas Cup, two businesses indicated sponsorship linked to each of the Olympic Games and millennium events, three will be sponsoring other major sporting events, and four sponsoring other things (including sport, the environment, and travel-related television programmes).

Amount of sponsorship available for cultural events and activities

- 3.25 Lastly, businesses were asked what they thought would happen to the amount of sponsorship available from New Zealand businesses for cultural events and activities. Of the 55 businesses that expressed a view, 10 (18 percent) thought it would increase, 22 (40 percent) thought it would stay about the same, and 23 (42 percent) thought it would decrease.

- 3.26 Twenty-three businesses commented on their answers, 70 percent of them expressing the view that cultural sponsorship would be likely to decrease over the next three years. The most common reasons cited for this included the state of the economy, upcoming major sporting events, and an inability by cultural organisations to show the commercial value of cultural sponsorship and thereby obtain their share of a squeezed sponsorship dollar.
- 3.27 Optimistic respondents offered only a few comments. These included the likelihood of a rise in “corporate citizenship”, and cultural organisations becoming more professional in realising that sponsorship must be a business proposition not just a philanthropic arrangement.

General comment

- 3.28 Businesses were invited to comment on any of the issues covered by the survey and sixteen did so. Most respondents merely described their current sponsorship behaviour but some made comments on more general issues. These included the disappearance of sponsorship budgets (at least until business confidence returns), the difficulties cultural organisations have in securing funding, the need for those seeking sponsorship to focus on the tangible benefits to business, the need for government investment in cultural events, and the need for both the private and public sectors to work together in the area of cultural funding.

TOTAL RESPONSES

This appendix gives the total number of businesses responding to each option within each question. In some questions, respondents could tick more than one answer. Numbers are also provided for the businesses that chose to comment in their own words when provided the opportunity in the questionnaire.

Question 1

In the last three financial years (1996 to 1999), which of the following has your business contributed to through sponsorship?

28	arts festivals (whole festival, single festival event)
26	provision of services (eg legal or financial services) free or at reduced cost
24	single productions or performances by an arts or cultural group
23	operational costs of a cultural organisation
22	annual season of performing arts (eg subscription series of an orchestra or theatre etc)
22	exhibitions (touring or not)
20	cultural competitions, awards, prizes
15	educational arts or heritage projects
12	cultural scholarships
10	infrastructure, or equipment for a cultural organisation
8	international tours by NZ performers, artists or international exhibitions of NZ work
7	promotional tours by artists, writers, etc
6	capital cost of a cultural organisation
6	other cultural events or activities

12 businesses answered “none of the above” and were routed straight to Question 7.

Question 3

About how much of your sponsorship budget over the last three financial years was committed to cultural sponsorship activities such as those listed in question 1?

<i>1996-97</i>		<i>1997-98</i>		<i>1998-99</i>	
3	none	2	none	2	none
28	up to 20%	31	up to 20%	32	up to 20%
5	21 - 40%	3	21 - 40%	1	21 - 40%
3	41 - 60%	4	41 - 60%	6	41 - 60%
7	61 - 80%	7	61 - 80%	6	61 - 80%
7	more than 80%	7	more than 80%	8	more than 80%
53	Total	54	Total	55	Total

Question 4

When your business is deciding whether to sponsor a cultural activity, how important is each of these factors?

<i>The desire or opportunity to:</i>	<i>very important</i>	<i>quite important</i>	<i>of little or no importance</i>
• reach a particular market segment	33	16	6
• Increase brand awareness	34	16	5
• associate your business with creative work	14	18	19
• associate your business with tradition	4	32	32
• associate your business with a particular cultural organisation or type of activity	13	24	15
• associate your business with an activity or event that is of international significance	5	15	32
• associate your business with an activity or event that is of national significance	21	23	10
• associate your business with an activity or event that is of local significance	19	21	15
• get television exposure	9	14	29
• be the sole sponsor, or one of a small number of sponsors	28	15	10
• provide client hospitality	27	22	8
• serve the public	19	28	7
• support personal interests of your management or board members	1	17	34

Question 5 (a)

When your business is deciding whether to sponsor a cultural activity or organisation, what weight do you give to whether that activity/organisation is

getting funding from central government or a central government agency?

- 41 none at all
- 11 may make us less willing to sponsor it
- 4 may make us more willing to sponsor it

Question 5 (b)

This allowed businesses to comment, if they wished, on the way they had answered question 5 (a). In total, 16 respondents provided comment.

Question 6 (a)

When your business is sponsoring a cultural activity or event, does your business want to have some say about its content?

- 23 never
- 30 in some circumstances
- 2 always

Question 6 (b)

This allowed businesses to comment, if they wished, on the way they had answered question 6 (a). In total, 17 respondents provided comment.

Question 7

In the next three financial years (1999-2002), which of the following do you think your business might contribute to through sponsorship?

35	performing arts (series, or single productions)
27	provision of services (eg legal or financial services) free or at reduced cost
27	arts festivals (whole festival, single festival event)
21	cultural competitions, awards, prizes, or scholarships
21	exhibitions (touring or not)
18	operational, capital or infrastructure/equipment costs of a cultural organisation
18	other cultural events or activities
15	educational arts or heritage projects
11	international tours by NZ performers, artists or international exhibitions of NZ work
6	promotional tours by artists, writers, etc
12	businesses answered "None of the above" and were routed straight to Question 14

Question 9

Over the next three financial years, about how much of your sponsorship budget do you think will be committed to cultural sponsorship activities such as those listed in question 7?

<i>1999-00</i>		<i>2000-01</i>		<i>2001-02</i>	
2	none	2	none	3	none
29	up to 20%	28	up to 20%	28	up to 20%
4	21 - 40%	6	21 - 40%	4	21 - 40%
5	41 - 60%	4	41 - 60%	4	41 - 60%
6	61 - 80%	6	61 - 80%	6	61 - 80%
7	more than 80%	6	more than 80%	7	more than 80%
53	Total	52	Total	52	Total

Question 10

Comparing the next three years with the last three years, is your business's sponsorship of cultural events likely to:

10	increase
32	stay about the same
7	decrease
7	don't know yet

Question 12

Those businesses that answered "decrease" in question 10 were then asked:

Which of the following has influenced your business to make that change?

5	state of the economy
7	will be sponsoring other things
1	dissatisfied with what the business got from past sponsorship
7	other factors

Businesses answering "other factors" were asked to state what these were. In total, 8 respondents provided comment here, including 3 who had ticked other answers to the question.

Question 13

Those businesses answering “will be sponsoring other things” in question 12 were then asked:

Please show what events you think your sponsorship will be linked to (directly or indirectly).

- 0 Americas Cup
- 2 Olympic Games
- 2 Millennium events
- 3 other major sporting events
- 4 other

Businesses answering “other” were asked to state what these were. In total, 4 respondents provided comment here, including 1 who had ticked another answer to the question.

Question 14 (a)

Now a more general question about sponsorship of cultural events and activities. Over the next three years (1999-2002), what do you think is likely to happen to the amount of sponsorship of cultural events and activities by NZ businesses?

- 10 increase
- 22 stay about the same
- 23 decrease
- 9 don't know

Question 14 (b)

This allowed businesses to comment, if they wished, on the way they had answered question 14 (a). In total, 23 respondents provided comment.

Question 15

This question invited businesses to comment on any of the issues asked about in the questionnaire. In total, 16 respondents provided comment.

SAMPLE SURVEY FORM

Survey of Sponsorship of Cultural Events and Activities

conducted by the Ministry of Cultural Affairs

We think this form will probably take about 5-10 minutes to fill in.

Please fill it in and fax it back before 27.11.98

to: Mary-Jane Thompson

fax: (04) 499 4490

The purpose of this survey is to provide government with an indication of trends in the cultural sponsorship market. Information, in a form that would not allow identification of any individual, may be provided to individuals or groups outside the Ministry.

Your confidentiality will be protected. All responses will be kept strictly confidential to the people who work on this survey. Only grouped information will be produced. Nothing will be released to anyone outside the Ministry that would allow any individual business to be identified.

For information or advice contact Martin Durrant
phone: 498 9214
email: durrant@moca.govt.nz
fax: (04) 499 4490

1 In the last three financial years (1996 to 1999), which of the following has your business contributed to through sponsorship?

- 001 operational costs of a cultural organisation
- 002 capital cost of a cultural organisation
- 003 infrastructure, or equipment for a cultural organisation
- 004 provision of services (eg legal or financial services) free or at reduced cost

- 005 cultural competitions, awards, prizes
- 006 cultural scholarships
- 007 educational arts or heritage projects

- 008 annual season of performing arts (eg subscription series of an orchestra or theatre etc.)
- 009 single productions or performances by an arts or cultural group
- 010 exhibitions (touring or not)
- 011 promotional tours by artists, writers etc.
- 012 arts festivals (whole festival, single festival event)

- 013 international tours by NZ performers, artists or international exhibitions of NZ work

- 014 other cultural events or activities

OR

- 015 None of the above

2 If you ticked “None of the above”, in question 1, please go to question 7. Otherwise go on to question 3.

3 About how much of your sponsorship budget over the last three financial years was committed to cultural sponsorship activities such as those listed in question 1?

1996-97		1997-98		1998-99	
016 <input type="radio"/>	none	022 <input type="radio"/>	none	028 <input type="radio"/>	none
017 <input type="radio"/>	up to 20%	023 <input type="radio"/>	up to 20%	029 <input type="radio"/>	up to 20%
018 <input type="radio"/>	21 - 40%	024 <input type="radio"/>	21 - 40%	030 <input type="radio"/>	21 - 40%
019 <input type="radio"/>	41 - 60%	025 <input type="radio"/>	41 - 60%	031 <input type="radio"/>	41 - 60%
020 <input type="radio"/>	61 - 80%	026 <input type="radio"/>	61 - 80%	032 <input type="radio"/>	61 - 80%
021 <input type="radio"/>	more than 80%	027 <input type="radio"/>	more than 80%	033 <input type="radio"/>	more than 80%

4 When your business is deciding whether to sponsor a cultural activity, how important is each of these factors?

	<i>very important</i>	<i>quite important</i>	<i>of little or no importance</i>
The desire or opportunity to :			
• reach a particular market segment	034 <input type="radio"/>	035 <input type="radio"/>	036 <input type="radio"/>
• increase brand awareness	037 <input type="radio"/>	038 <input type="radio"/>	039 <input type="radio"/>
• associate your business with creative work	040 <input type="radio"/>	041 <input type="radio"/>	042 <input type="radio"/>
• associate your business with tradition	043 <input type="radio"/>	044 <input type="radio"/>	045 <input type="radio"/>
• associate your business with a particular cultural organisation or type of activity	046 <input type="radio"/>	047 <input type="radio"/>	048 <input type="radio"/>
• associate your business with an activity or event that is of international significance	049 <input type="radio"/>	050 <input type="radio"/>	051 <input type="radio"/>
• associate your business with an activity or event that is of national significance	052 <input type="radio"/>	053 <input type="radio"/>	054 <input type="radio"/>
• associate your business with an activity or event that is of local significance	055 <input type="radio"/>	056 <input type="radio"/>	057 <input type="radio"/>
• get television exposure	058 <input type="radio"/>	059 <input type="radio"/>	060 <input type="radio"/>
• be the sole sponsor, or one of a small number of sponsors	061 <input type="radio"/>	062 <input type="radio"/>	063 <input type="radio"/>
• provide client hospitality	064 <input type="radio"/>	065 <input type="radio"/>	066 <input type="radio"/>

• serve the public good	067 <input type="radio"/>	068 <input type="radio"/>	069 <input type="radio"/>
• support personal interests of your management or board members	070 <input type="radio"/>	071 <input type="radio"/>	072 <input type="radio"/>

5(a) When your business is deciding whether to sponsor a cultural activity or organisation, what weight do you give to whether that activity/organisation is getting funding from central government or a central government agency?

- 073 none at all
- 074 may make us **less** willing to sponsor it
- 075 may make us **more** willing to sponsor it

5(b) Comment if you wish on why you have answered as you have

6(a) When your business is sponsoring a cultural activity or event, does your business want to have some say about its content?

- 076 never
- 077 in some circumstances
- 078 always

6(b) Comment if you wish on why you have answered as you have

7 In the next three financial years (1999 to 2002), which of the following do you think your business might contribute to through sponsorship?

- 079 operational, capital or infrastructure/equipment costs of a cultural organisation
- 080 provision of services (eg legal or financial services) free or at reduced cost
- 081 cultural competitions, awards, prizes, or scholarships
- 082 educational arts or heritage projects
- 083 performing arts (series, or single productions)

- 084 exhibitions (touring or not)
- 085 promotional tours by artists, writers etc.
- 086 arts festivals (whole festival, single festival event)

- 087 international tours by NZ performers, artists or international exhibitions of NZ work

- 088 other cultural events or activities

OR

- 089 None of the above

8 If you ticked “**none of the above**” in question 7, please go to question 14. Otherwise go on to question 9.

9 Over the next three financial years, about how much of your sponsorship budget do you think will be committed to cultural sponsorship activities such as those listed in question 7?

1999-2000		2000-2001		2001-2002	
090 <input type="radio"/>	none	096 <input type="radio"/>	none	102 <input type="radio"/>	none
091 <input type="radio"/>	up to 20%	097 <input type="radio"/>	up to 20%	103 <input type="radio"/>	up to 20%
092 <input type="radio"/>	21 - 40%	098 <input type="radio"/>	21 - 40%	104 <input type="radio"/>	21 - 40%
093 <input type="radio"/>	41 - 60%	099 <input type="radio"/>	41 - 60%	105 <input type="radio"/>	41 - 60%
094 <input type="radio"/>	61 - 80%	100 <input type="radio"/>	61 - 80%	106 <input type="radio"/>	61 - 80%
095 <input type="radio"/>	more than 80%	101 <input type="radio"/>	more than 80%	107 <input type="radio"/>	more than 80%

10 Comparing the next three years with the last three years, is your business’s sponsorship of cultural events likely to:-

- 108 increase
- 109 stay about the same
- 110 decrease
- 111 don’t know yet

11 If you ticked “decrease”, please go to question 12. Otherwise go to question 14.

12 Which of the following has influenced your business to make that change

- 112 state of the economy
 - 113 will be sponsoring other things
 - 114 dissatisfied with what the business got from past sponsorship
 - 115 other factors → please state
-
-

13 If you ticked, “will be sponsoring other things” in question 12, please show what events you think your sponsorship will be linked to (directly or indirectly).

- 116 Americas Cup
 - 117 Olympic Games
 - 118 Millennium events
 - 119 other major sporting events
 - 120 other → please state
-
-
-

14(a) Now a more general question about sponsorship of cultural events and activities. Over the next three years (1999 -2002), what do you think is likely to happen to the amount of sponsorship of cultural events and activities by NZ businesses? Do you think it will:

- 121 increase
- 122 stay about the same
- 123 decrease
- 124 don't know

14(b) Comment if you wish on why you have answered as you have

15 If you wish to comment on any of the issues asked about in this questionnaire, please make your comments here or on a separate sheet of

paper.

Please fax back this questionnaire as soon as you possibly can.
Fax to (04) 499 4490

