

藝術贊助獎

目的

表揚贊助人/機構/團體對推動香港藝術的貢獻，令藝術可以持續發展，鼓勵藝術的創新及/或水平的提升，擴大藝術在社會的影響力，藉此鼓勵更多人士/機構/團體贊助香港的藝術活動。

獎項

設多個獎項名額。

候選資格

- 接受個人（須持有香港身分證）或本港註冊的團體/機構競逐；
- 須由最少一位人士提名（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^{註 25}，介紹候選單位在2018/19年度^{註 26}所提供的藝術贊助；
- 所贊助的藝術團體/工作者須以本港為基地；藝術活動則須為本地製作，而主要參與人員為本地藝術工作者，並於2018/19年度進行；及
- 凡曾獲藝發局頒發「藝術贊助獎」的團體/機構/人士均可再次接受提名。

評選準則

- 以贊助項目的整體成績作為嘉許基準；及
- 贊助項目可包括金錢、物品及/或其他的資源（包括場地、人力及宣傳渠道等）。

註 25 除提名表格外，須提交一份不多於20頁的贊助活動報告，介紹2018/19年度所贊助的藝術團體/活動，內容須包括：

a. 贊助項目目的；b. 贊助項目介紹及受惠對象；c. 贊助金額；d. 計劃成效及影響

另請附上贊助活動紀錄（如活動相片、錄影）、宣傳品（如單張、廣告、海報）、傳媒報導及其他相關參考資料。有關提交格式，詳見「藝術贊助獎」的提名表格。

註 26 評審計算期：2018年9月1日至2019年8月31日。

Award for Arts Sponsorship

Objective

To recognise individual/organisational/group sponsors that contribute to promote and sustain the arts in Hong Kong, to encourage artistic innovation and excellence as well as to expand the impact of arts on society. It aims to encourage more individuals/organisations/groups in sponsoring arts activities in Hong Kong.

The Award

Several awards will be presented.

Eligibility

- Individuals who are holders of Hong Kong Identity Card and groups/organisations registered in Hong Kong are eligible for nomination;
- Nominations should be made by at least one nominator (in his/her capacity or on behalf of an organisation);
- A report^{Note 25} introducing the nominee's sponsorship programme(s) in the year 2018/19^{Note 26} should be submitted;
- Only sponsorships towards Hong Kong-based arts organisations/practitioners and local productions that mainly involved local arts practitioners are eligible for nomination; sponsored activities should have taken place during 2018/19; and
- Previous recipients of the HKADC's Award for Arts Sponsorship may be nominated for this award again.

Assessment Criteria

- The overall impact of the sponsorship programme(s);
- The programme(s) may include cash donations, in-kind sponsorship and/or other resources (e.g. venues, manpower, publicity channels, etc.).

Note 25 Together with the nomination form, a report not longer than 20 pages should be submitted. The report should introduce the arts organisation(s)/arts activities sponsored by the nominee during 2018/19, and should specify the following details:

a. Programme's objectives; b. Details of sponsored activities and beneficiaries; c. Sponsorship amount; d. Effectiveness, outcomes and influences.

To facilitate assessment, please attach documentation of the sponsored activities (e.g. photos, videos), publicity materials (e.g. leaflets, advertisements, posters), news clippings and other relevant materials. Please refer to the nomination form of Award for Arts Sponsorship for submission format.

Note 26 Assessment period: 1 September 2018 to 31 August 2019.