

Arts Sponsorship and Corporate Social Responsibility: The Company Supports the Evaluation of Motivation and Effectiveness of Artistic Projects

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Abstract: At the beginning of the 19th century, the concept of the combination of enterprise and art has been put forward, in order to connect the enterprises willing to do sponsorship activities and the art groups or art institutions that need these sponsorship, countries and enterprises in the world began to set up art protection and sponsorship institutions. Especially in this century known as the “culture century”, more companies began to care about the concept of corporate social responsibility. This paper mainly analyzes the motivations behind corporate support for art projects and evaluates the results achieved.

Keywords: Art sponsorship; Social responsibility; Art projects; Purpose motivation; Effect evaluation

1. Definition of commercial sponsorship and corporate art sponsorship

The concept of artistic patronage comes from Europe, where Marjorie Garber points out in her book *Patronage of the Arts* that Patron in English means “one who provides favour and protection, or who provides wealth or uses power for the benefit of a person, cause, institution, artist, or action” ^[1]. It is difficult to find a proper definition of the word “Corporate Sponsorship” in the Chinese system as a foreign product ^[2]. Generally speaking, this concept refers to a special public relations activity in which social organizations provide free help or services for social undertakings or social activities through funds, products, equipment, facilities and free services. Corporate sponsorship, on the other hand, refers to a kind of behavior that enterprises provide financial support for sports, art, social groups and other activities in order to achieve their specific goals.

As a basic economic unit in society, enterprise refers to an independent profit-making organization that provides goods or services to society through the transformation and utilization of various material means of production in society, such as land, labor, technology and capital. Corporate sponsorship is a kind of contribution behavior to the society. On the one hand, it can provide free financial support to the sponsors. On the other hand, sponsorship also creates a good image of the sponsor serving social welfare undertakings. Through sponsorship, enterprises can improve their social reputation, enhance their awareness, advertising efficiency and public goodwill, and help to obtain the support of the government and community ^[3].

Enterprises’ art sponsorship behavior is mainly based on the following four aspects of income expectations: first, through the sponsored activities as their own advertising carrier, so as to better promote themselves; Secondly, establish or rebuild the social public image of the noumenon through sponsoring activities to enhance its affinity in social relations; Third, cultivate a good relationship with the public and social public organizations; Fourth, create news effect for sponsors, attract public attention and improve their own visibility. The biggest feature of corporate sponsorship for art organizations is that it belongs to commercial behavior, which is different from the donation behavior of government, foundation and other institutions. When companies sign sponsorship contracts with art organizations, they usually offer to negotiate with them in exchange for certain rights, such as the name of the concert producer or the name of the art fair exhibitor. At the same time, most enterprises will choose non-profit art organizations with greater influence and advertising platforms as sponsorship objects, so as to balance market demand and investment risks.

2. Corporate Social responsibility

In Europe and the United States, cultural and art sponsorship by private enterprises has always been very active, and these

activities are the result of enterprises fulfilling their “corporate social responsibility” and seeking to enhance their corporate image [4]. What is Corporate Social Responsibility? Corporate social responsibility refers to that while creating profits and bearing legal responsibilities to shareholders and employees, enterprises should also bear responsibilities to consumers, communities and the environment. Corporate social responsibility requires enterprises to go beyond the traditional concept of taking profit as the only goal, emphasize the value of people in the production process, and emphasize the contribution to the environment, consumers and society. With the development of economy, the concept of corporate social responsibility has been emphasized more and more.

When enterprises fulfill their social production responsibilities, they are not blind, but take the market price as the guiding signal of resource allocation, so as to ensure the efficiency of the production process. To understand the enterprise from the perspective of production objectives is actually equivalent to viewing the enterprise as a collection of stakeholders with various resources. Therefore, the enterprise cannot concentrate the economic results only on itself, but must distribute the economic results at a broader level, or share the wealth with various stakeholders in the society. In this case, in order to create and realize their own social value, enterprises can not only rely on the market, it must through a series of market or non-market channels, so that its social value can be realized and expanded.

3. Effect evaluation of corporate art sponsorship

Today, with corporate culture leading the development of enterprises, enterprises pay more attention to the multi-value creation of super-economic value, in order to bring more material or non-material benefits to enterprises. Therefore, while emphasizing their own cultural construction, enterprises have derived a strong cultural demand. As the abstract crystallization of human culture, the window of expression and an important carrier of communication, art has naturally become the most important component of this cultural demand. Art sponsorship will build a bridge between enterprises and art, connect the two-way needs of enterprises and art actors for art sponsorship, and become a powerful tool to promote art creation and enterprise development.

In 2003, the “cherry bag” and “Cherry bag” jointly launched by LV and Takashi Murakami successfully set off a rush of buying by consumers, and also successfully led the trend of cross-border cooperation between art and brands. In 2012, LV and topic queen Yayoi Kusama cross-border cooperation, the “polka dot” into LV product design, in Paris fashion Week shine. Marc Jacobs, design director of LV, once said, “Through the new platform of LV, more people can know Yayoi Kusama’s works, and experience Kusama’s art time through LV’s perspective” [5].

Seven of the 17 companies sponsoring the 2018 FIFA World Cup in Russia are Chinese companies, and the exposure these Chinese companies receive as a world-class event with global attention has greatly increased their international visibility [6].

“2012 China Collection Person of the Year selection” activity is named by Wuliangye Jinbi Saint Banquet, sponsored by Xinhuanet, after the end of the tour in Guangzhou, Xi ‘an and other 5 cities, held in Beijing, the total award ceremony. Chen Zhiming, global general agent of Wuliangye Jinbi Holy Banquet, sponsored the “2012 Chinese Collector of the Year Person selection” activity, Jinbi Holy Banquet has received extensive attention and support from all walks of life, especially the art industry. For the sponsors of art activities, the most direct return is to win the advertising effect by sponsoring art activities. “Unlike traditional promotion activities, we sponsor art activities to promote the culture of ancient cellar wine, which changes the way of traditional marketing,” he said. In the tour activities of the collector selection, the Golden Wall Feast has received five or six orders and signed the agency.

In contemporary society, the combination of art and brand has become a trend. Art sponsorship has been integrated into the development track of art. The two have become an independent and complementary development relationship. The strategic cooperation mode of enterprise sponsorship art is firstly changed by art managers’ concept of sponsorship to create new value. The strategic cooperation planning is to start from the analysis of the advantages and disadvantages of both enterprises and art, in order to learn from each other to create new value, so that both parties can gain competitive advantages in the market. It can be said that the operation of various art organizations is inseparable from art sponsorship, and sponsorship indeed makes art develop in a more complete direction. For artists, following the trend, not afraid of public opinion controversy and criticism, and boldly cooperating with various fashion brands is that art is entering the daily life of consumers in a visible and tangible way through the form of marriage with commercial cooperation.

4. Conclusion and reflection

At present, in the stage of economic transition in our country, the development of cultural industries will play an increasingly important role, and the sponsorship of the arts will certainly become the powerful backing to promote the development of national cultural and arts industries. In Europe and the United States, with the maturity of the art industry, they have established a relatively complete art sponsorship mechanism, while the domestic art sponsorship is still in its infancy, and the management mechanism of the

art sponsorship system is not perfect, so the art sponsorship mode and operation are still in a spontaneous and disorderly state, and the cooperation between enterprises and culture and art is also in a shallow stage of short-term cooperation.

Another issue that should not be ignored is that the conscious control of society by corporations may limit artistic freedom. Although art sponsorship promoted the development of art, it also gradually evolved into the shackles of art in the future operation, hindering the forward development of art ^[7].

In order to solve these problems, we must first establish a relatively perfect art sponsorship mechanism. In order to prevent this restriction on the freedom of artistic creation, we must first understand that the pursuit of artistic excellence and integrity is the most important, to protect and cultivate their own style. Second, a commitment to accessibility is central to audience development. Third, in order for the public to get the most out of the funding available, arts organisations need to be committed to accountability and cost-effectiveness, with arts and business taking a collaborative and win-win path. For the brand, the addition of art for the brand design inject new blood, enrich the brand culture, circle the potential customer base, enhance the profitability of the brand, art sponsorship can not only enhance the cultural connotation of the enterprise, get the return on publicity, and even directly improve the quality of the enterprise's products.

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