EMBRACE DIVERSITY & TEAM BUILDING

THE ARTS CREATE AND SUPPORT AN ENVIRONMENT THAT EFFECTIVELY BLENDS BACKGROUNDS, ETHNICITIES AND CULTURES. Through performances, art exhibitions and workshops, the arts provide opportunities for employees to deal with workplace concerns and get to better know their coworkers. Your commitment to the arts lets people inside and outside your company know that you value and promote innovative thinking, diversity and a creative culture.

SAY THANK YOU

THE ARTS ARE A GREAT WAY TO SHOW APPRECIATION. Providing complimentary tickets to events and other art experiences along with gifting annual memberships to art organizations are perfect ways to thank your customers and to recognize, inspire and motivate your employees.

REASONS TO PARTNER WITH THE BRAUMART

MAKE A DIFFERENCE IN YOUR BUSINESS, IN THE LIVES OF YOUR EMPLOYEES AND OUR COMMUNITY

For more information contact

FRIENDS OF THE BRAUMART

106 East ‘B’ Street
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www.friendsofthebraumart.org
1. **RECRUIT & RETAIN TALENT**

   Your employees want to live, work and play in a vibrant community. Partnering with the Braumart makes our community more attractive to your current and future employees and their families. Younger and highly skilled workers often decide where they want to live based on their perception of quality of life and available amenities.

2. **PUT YOUR COMPANY IN THE SPOTLIGHT**

   The arts help you build market share, enhance your brand and reach new customers. Sponsoring the arts is a way to build a powerful presence and engage with multiple stakeholders. Art venues allow you to effectively reach customers and to entertain prospective and current clients.

3. **ADVANCE CORPORATE GOALS & STRATEGIES**

   The arts help you get your message across in engaging ways. Sponsoring special art projects speaks volumes about your business and corporate culture. You can use the arts to educate the public and your employees about your products or services as well as your corporate goals.

4. **ENHANCE THE ECONOMY & QUALITY OF LIFE**

   When you partner with local art organizations like the Braumart, you partner with the whole city. Sixty-two percent of businesses rate the arts as essential to the health & vitality of neighborhoods and cities. Art organizations enhance community development, create jobs, spur downtown renewal, attract new businesses and draws in tourism dollars.

5. **ENGAGE YOUR EMPLOYEES**

   The arts challenge employees to be their best. Whether it’s showing off creative talents, volunteering, or sitting on the board of a local arts group, the arts let your employees use their creative skills. Studies show that millennials who get involved in workplace volunteer activities are more likely to be proud, loyal and satisfied employees.

6. **FOSTER CRITICAL THINKING**

   Creativity is among the top skills sought by employers. The arts are about critical thinking, solving and reframing problems and facts in ways that reveal insights and opportunities. Music, creative writing, drama, drawing and dance provide skills highly sought after by employers. In fact, 72% of companies that support the arts recognize that participation in the arts stimulates creative thinking, problem solving and team building.