Bank of America
Arts and Culture Program

Where Has My Arts Funding Gone?
*The New Landscape of Corporate Partnerships*
For Our Discussion...

• Bank of America’s National Arts Program
• It’s All Local
• What’s Changing (and what do you do about it)?
Our Support for the Arts

• Major supporter of arts and culture. Program built on a foundation of responsible business practices, good corporate citizenship, and value for creating cultural understanding.

• $40 million in annual support for the arts—including philanthropic dollars, in kind and actual contributions of our art collection, and marketing/sponsorship dollars.

• Goal is to support arts institutions that strengthen communities and local economies, at the same time creating benefits and favorability among customers, associates, and prospective clients.

*Figure includes market based and corporate grants for education and community programs, sponsorships, value of art exhibition loans, and Museums on Us
Program Components

- Sponsorships
- Philanthropy
- Museums on Us®
- Art in our Communities
- Art Conservation Programme
- Cultural Diplomacy
- Bank of America Galleries
- Heritage
Heritage

- Bank of America is a financial institution evolved from a combination of some 2,000 legacy banks that have come together through mergers and acquisitions over the course of our history.

- Our earliest predecessor, the Massachusetts Bank dates back to 1784 and boasts clients like John Hancock and Paul Revere.

- Five Heritage Centers in corporate buildings tell the story of our history in the context of the development of the American financial system.
Bank of America Galleries and Public Art

• Art Galleries in corporate buildings provide free public access to exhibitions from the Bank of America Collection

• Venue for associate, community, school and client events

• Locations
  – Boston
  – Charlotte
  – Los Angeles
  – San Francisco
  – Wilmington

• Public art program makes sculptures and other works of art accessible through external installations and public spaces

"Based on actual 2009 results reported by R.F. Binder and annualized for the month of December"
Museums on Us

- Museums on Us is a trademarked BAC program that allows our card customers to gain free admission to museums nationwide on the first full weekend of every month.

- Benefits museums as well as customers by providing marketing, building audiences and increasing sales in museum stores and restaurants.

- More than 120 cultural institutions in 75 cities participate
Art in our Communities

• World-class corporate art collection becomes a community resource through Art in our Communities™.

• This program allows museums and nonprofit galleries to borrow complete exhibitions from the collection, at no cost.

• Collaborative effort that generates vital revenue for regional museums in the U.S. and Europe.

• More than 35 exhibitions from the programs inception in 2008
Art Restoration Programme

- Art Conservation Programme funds the conservation of essential works of art throughout Europe, the Middle East, Africa, and Asia.

- Preserves cultural treasures and increases awareness of the growing need for conservation—also shows respect for different cultures by acknowledging works they hold in esteem.

- Conservation underway on works from thirteen countries ranging from paintings and sculptures to photographs and artifacts.
Cultural Diplomacy

As one of the largest US companies doing business globally, with a commitment to be part of the solution to the economic challenges posed by an ever-more integrated world, Bank of America is committed to promote cultural understanding, open dialogues and help effect global cooperation.

American artists, performers and thinkers can inspire people both at home and all over the world and as artistic ambassadors can help win the war of ideas by demonstrating to the world the promise of America.

– Barack Obama
• Arts & Culture is one of four pillars of the company’s corporate social responsibility platform

• Grants from the Bank of America Charitable Foundation help arts organizations of all sizes and disciplines to carry out their individual missions, create new programming, and broaden outreach to communities and schools.

• Broadly drawn focus areas enable us to base grantmaking on community sector and institutional needs
• Free performances in urban parks; great works of art exhibited in museums continents away from their permanent homes; world-class music heard in symphony halls around the globe and in local classrooms— in many cases, these special opportunities require private funding to make them a reality.

• Our sponsorships extend real benefits to arts institutions and communities, while helping Bank of America build a strong position in the marketplace
## ROO (Return on Objectives)

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<tr>
<th>Media Impact</th>
<th>Brand Impact</th>
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<td>• Support for the arts impacts how we are covered in media and perceived by those who are exposed to it</td>
<td>• Our customers have high avidity for arts &amp; culture (comparable to NFL and Olympics) and support for the arts contributes to trust and favorability</td>
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<th>Associate Impact</th>
<th>Business Impact &amp; Opportunities</th>
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<td>• A majority of our associates view sponsorship of the arts as important and our relationships may bring associate benefits in the form of discounts and special opportunities</td>
<td>• Arts sponsorships provide unique client engagement opportunities, access to prospects in setting that engages emotional connection and forge relationships with institutions that may then become clients of the bank</td>
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Making it Local

• Vast majority of support happens at local level
• Considerations for funding:
  o Local relevance
  o Strength of partnership
  o Community impact
  o Make the case for need
Making it Local

- San Jose Museum of Art
  - Downtown anchor
  - Exhibit sponsorship
  - Board of Trustees
  - Associate Engagement/Development
  - Client Events
  - Museums on Us® partner
And how can I find it?

- Data points to:
  - Continued importance of ROI
  - Personal relationships drive funding
  - Critical to prove the need for funding
Where Has My Corporate Funding Gone?

And how can I find it?

• Make the case
• Capitalize on uniqueness
• Demonstrate impact and benefit to the community
• Build relationships
• Be creative
THANK YOU!