

SUN LIFE FINANCIAL ARTS + CULTURE PASS

CASE STUDY: OPENING DOORS TO ARTS & CULTURE



The Sun Life Arts + Culture Pass enhances cultural vibrancy in Calgary by enabling under-represented audiences to participate in artistic and cultural events.

SUN LIFE FINANCIAL

ARTS +
Culture
PASS

BACKGROUND

In 2010, with support from the Calgary Foundation, the Calgary Public Library piloted a new initiative to provide arts and culture experiences to low-income Calgarians. The project was introduced at five libraries in high-needs neighbourhoods for one year with the help of three founding arts partners.

In 2012, the Library Foundation finalized a multi-year investment with Sun Life Financial to expand the program across the city, and launched the initiative at all 18 community libraries with the support of 20 arts partners.

Over the past four years, the Sun Life Arts+Culture Pass has received an overwhelming response from

Calgarians and has added new arts and culture partners every year. In 2015, Sun Life Financial increased their multi-year commitment, enabling upgraded infrastructure to streamline the program and moving the ticket distribution to an electronic platform. The new system and rebranded program was launched on August 2, 2016.

PROGRAM IMPACT

THE SUN LIFE ARTS + CULTURE PASS HAS ENABLED MORE THAN 30,000 CALGARIANS TO EXPERIENCE LIFE CHANGING ARTS AND CULTURE EXPERIENCES.

95%

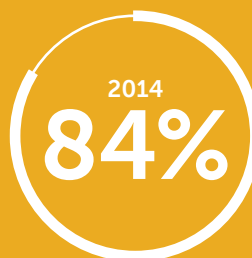
REDEMPTION
13,071 TICKETS
DONATED



2,572 TICKETS
DONATED



9,528 TICKETS
DONATED



11,318 TICKETS
DONATED

Program launched
October 1, 2012

PROJECT GOALS

- Improve the quality of life of financially-barriered Calgarians through access to arts and culture experiences
- Increase civic participation and social inclusion of all Calgarians while enhancing cultural vibrancy
- Increase access and connection for Calgary arts and culture organizations with under-represented audiences

IMPACT

Thanks to Sun Life Financial's generous investment, low-income Calgarians can access tickets to arts and culture experiences in our city. With this investment and generous donations received from local arts and culture organizations, the Library has distributed tickets to individuals and families who would not otherwise have been able to access these experiences.

This initiative enhances cultural vibrancy in Calgary by enabling

under-represented audiences to participate in artistic and cultural events. In challenging economic times, people have to make difficult decisions about how to best use their income, and cultural experiences are often considered to be a luxury.

The Sun Life Financial Arts + Culture Pass is so much more than free tickets—it sparks imagination and opens up access to a new world of experiences for individuals and families.



"To be able to go to the theatre without financially affecting life sure makes it even better. I hope you keep this program running for years."

IN KIND SUPPORTERS

City of Calgary Recreation Department
Aero Space Museum
Alberta Theatre Projects
Arts Commons
Calgary Bach Society
Calgary Civic Symphony
Calgary Drop-In & Rehab Centre
Calgary International
Children's Festival
Calgary International Film Festival
Calgary Multicultural Choir
Calgary Opera
Calgary Philharmonic Orchestra
Calgary Renaissance Singers
& Players

Calgary United Scottish Games
Calgary Wind Symphony
d.TALKS
Downstage Performance Society
Early Music Voices
Fort Calgary
Front Row Centre Players
Glenbow Museum
Global Fest
Honens Festival
Instrumental Society of Calgary
Kensington Sinfonia
Kids Up Front
Lands End
Luminous Voices

Lunch Box Theatre
Mount Royal Kantorei
New Works Calgary
One Yellow Rabbit
Rosebud Theatre
Royal Canadian College of Organists
Spiritus Chamber Choir
Story Book Theatre
Theatre Calgary
Theatre Junction
University of Calgary
Vertigo Theatre
Vocal Latitudes
Youth Singers of Calgary



"I want to tell you how grateful I felt to see three young girls enjoy and share laughter, surprise and a lot of giggles. This is a great way to add art to their lives and I hope they will grow up wanting to see more."

INVESTMENT AT THE LIBRARY

Culture is a vital contributor to quality of life and, due to the recent economic climate, is needed now more than ever. Through this partnership, Sun Life Financial and the Calgary Public Library are increasing the quality of life of many Calgarians who otherwise would not be able to afford arts and culture tickets—opening up a new world of experiences.

As a Founding Partner of *Add In*—the Campaign for Calgary's Library, Sun Life Financial is helping to create the best public library in the world for Calgarians.



The \$350 million city-wide campaign is building capacity for each and every community library and includes projects with a strong impact for Library customers. *Add In* will take a great library and make it exemplary to ensure that the citizens of Calgary have the best public library in the world.