

# 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%

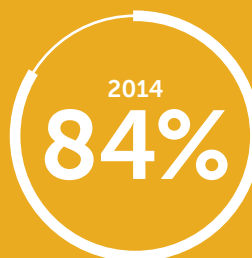
REDEMPTION  
13,071 TICKETS  
DONATED



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.