

**Korea Mecenat Association**

We create.

The Future of Art, Corporate Success and The Changes in Our World.

# Mécénat

**It's a term derived from the name of Maecenas,  
a politician of ancient Rome who promoted the creative activities of contemporary artists  
and contributed to the revival of Roman art in its present form.**

**It refers to how by virtue of their activities, companies can have a positive impact on society  
and improve national competitiveness through cultural and artistic support.**

## Purpose of Establishment & Core Activities



Raising awareness of culture and arts in Korea and expanding the base of culture and arts fans that could contribute to the balanced development of the economy and culture.

Promoting corporate support for the basic arts

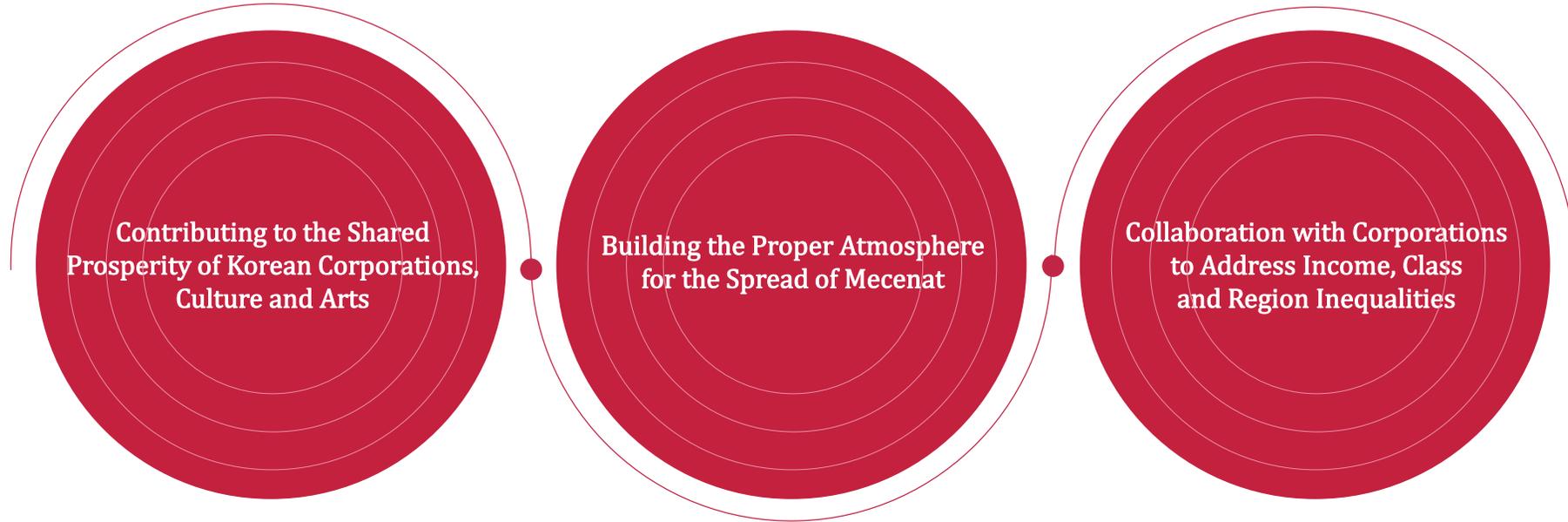
Contributing to the promotion of culture and arts through corporate social responsibility

Study on efficient art support plans and materials · data provided

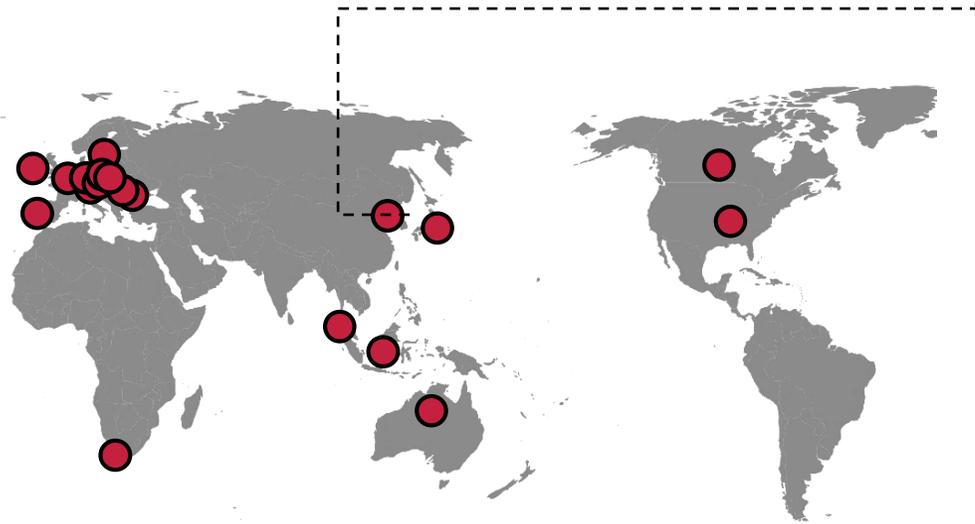
Promoting the social image of companies that support culture and arts

A Proposal for legislation and policy to promote entrepreneurial support for culture and arts

# Mission



# Milestones



1967	U.S.A / Business Committee for the Arts
1976	U.K / Association for Business Sponsorship for the Arts
1979	France / Association pour le Developpement du Mecenat Industrial et Commercial
1990	Japan / 日本企業メセナ協議会
1994	Korea / Korea Mécénat Association

- 1993. 12 Businessmen and artists meet with President Kim Young-sam
- 1994. 02 Five economic organizations have pledged to support the establishment of councils
- 1994. 04 The inaugural meeting held
- 1994. 05 Korea Mecenat Association Signboard Hanging Ceremony



\* 20 Mecenats are operating in 17 countries throughout the world to promote the development of the Earth's culture and arts.

# Milestones

## 1990

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1994.

- Establishment of Korea Corporation Mecenat Association

1996.

- The survey on the status of corporate support for culture and arts

1999.

- Held the 1st Mecenat Awards

## 2000

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2002.

- Began '1 Company 1 Culture movement'

2004.

- Began 'Arts for Children' project

2005.

- Launched 'Where business meets art' project

2007.

- Launched 'The Matching Fund'
- Launched 'A&B Forum'

2009.

- Began 'Mecenat Act enactment' project

## 2010

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2010.

- Launched 'Arts Friends'

2012.

- Launched 'CEO Culture Forum'
- Launched 'Concert for Members'

2013.

- Changed name to 'Korea Mecenat Association'
- The National Assembly passed the act on 'Promoting Culture and Arts Sponsorship'

2014.

- Launched 'Matching Fund specific to region'

2015.

- 'Sponsorship mediation certification for the arts and culture' Certified by the Ministry of Culture, Sports and Tourism

2016.

- Began 'Mecenat National Network Construction Project'

## 2020

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2021.

- Launched 'Access Arts'

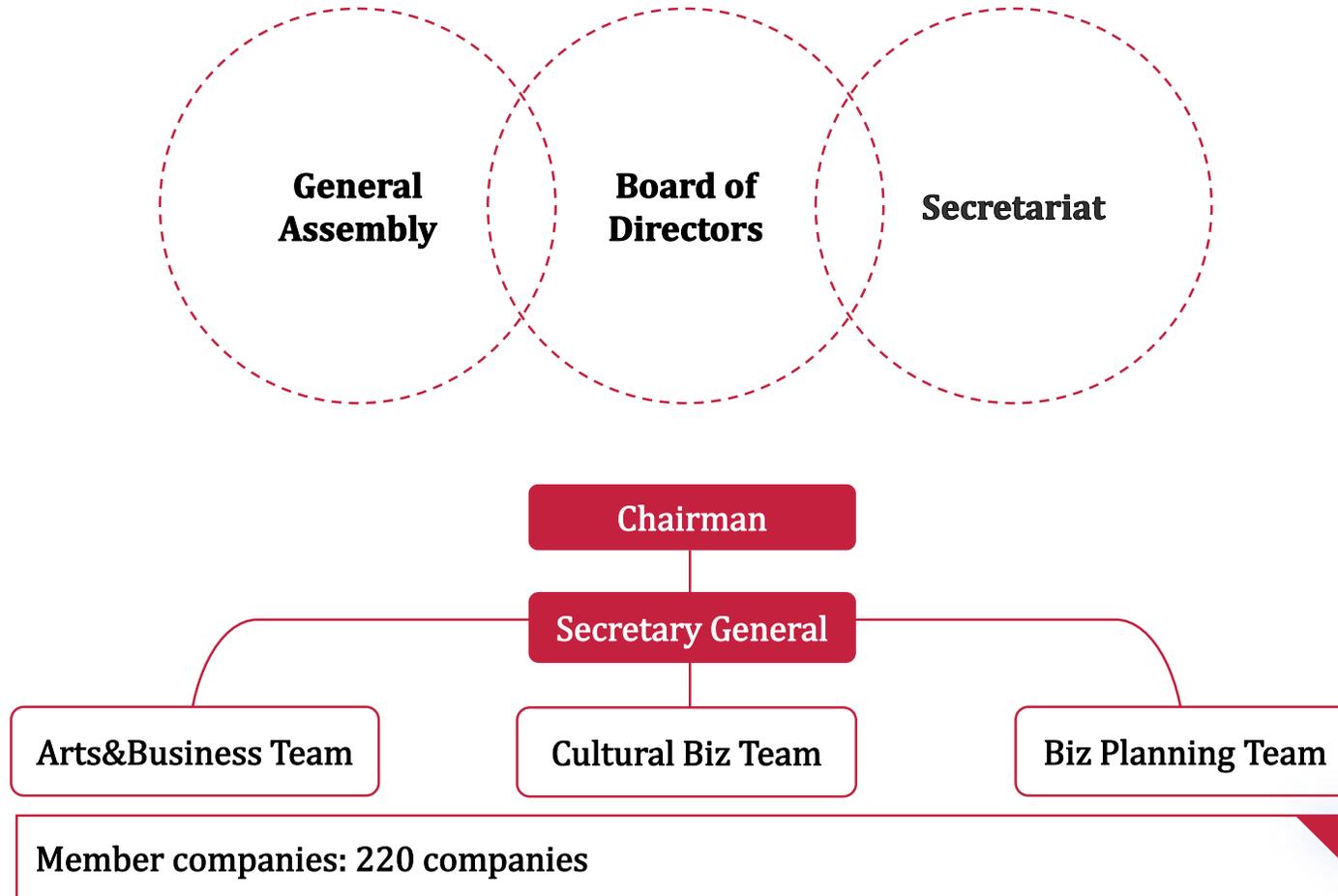
2022.

- Promotion of 'ESG+MECENAT Campaign'

2023.

- Awarded MCST 'Minister Awards'

# Organization



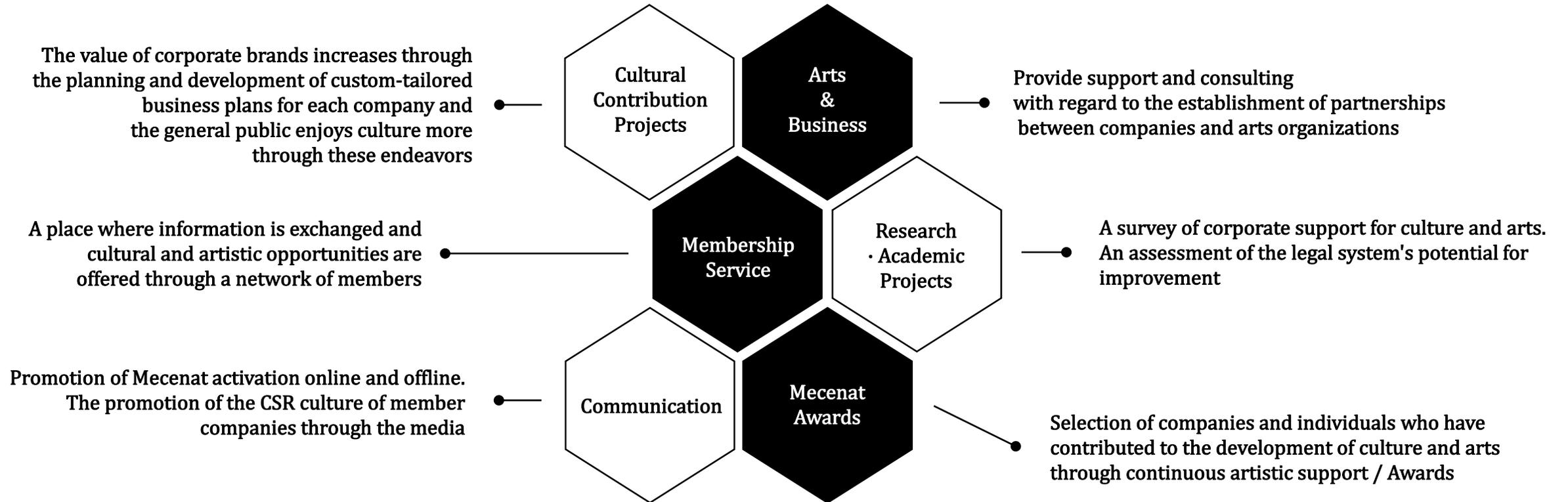
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Main Business

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# Main Business



Main Business

# Arts & Business

This is an initiative of the Korean Mecenat Association in conjunction with the Korean Culture and Arts Council to promote strategic partnerships between companies and art organizations.

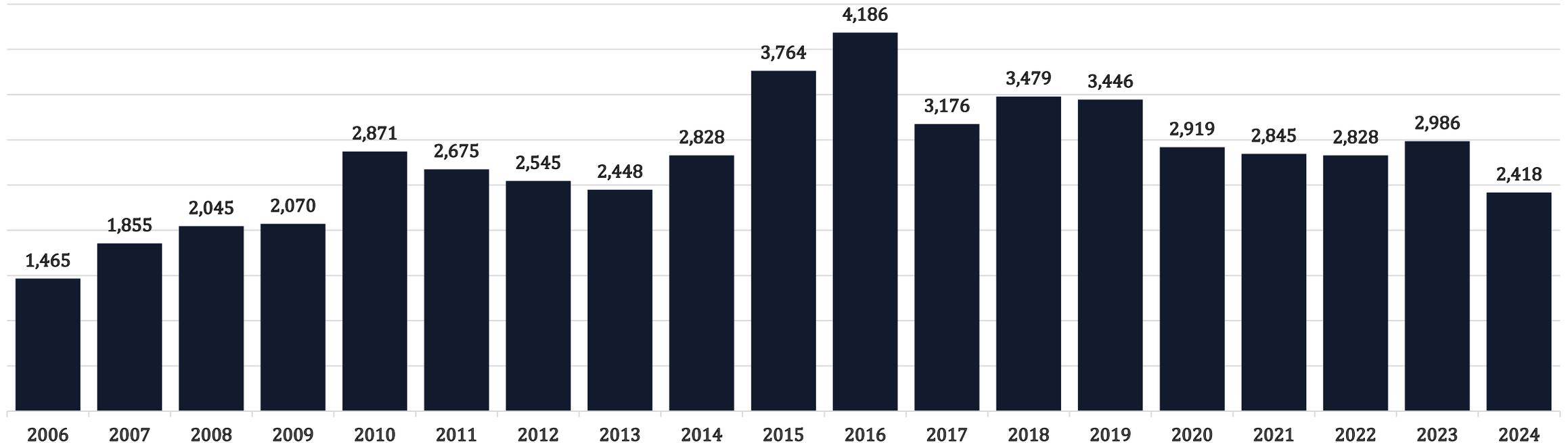
In addition to supporting several cooperative activities through long-term ties rather than short-term assistance, we promote co-prosperity between companies and arts organizations.



## A&B Partnership Program

A program that aims to support cultural and artistic organizations in their creative and operational activities. We provide companies with suitable partners through the Korea Mecenat Association's database of art organizations. We also assist companies and art organizations in continuing their relationship long term.

[Affiliation amount by year (Unit: KRW million)]



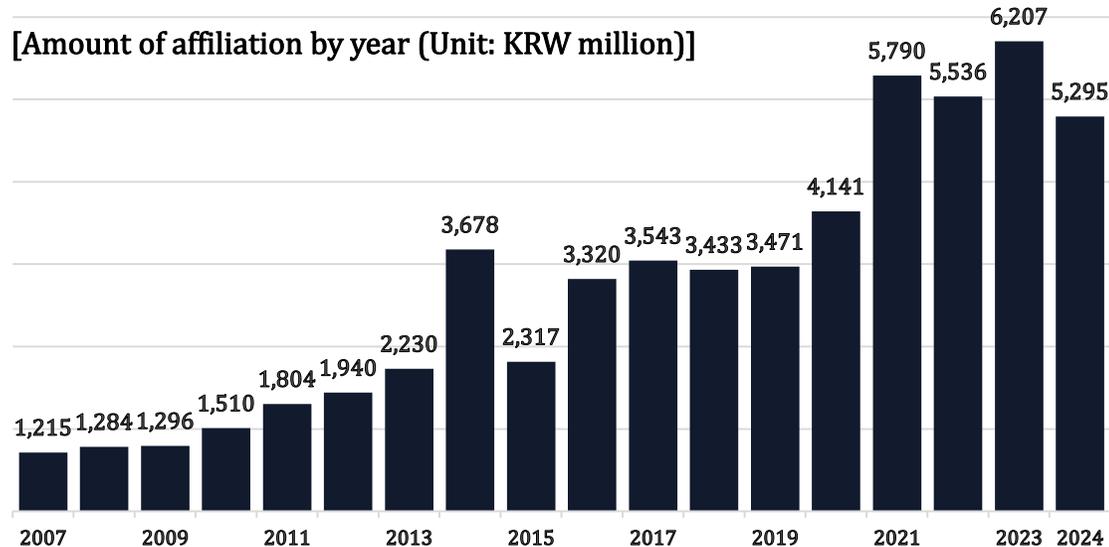
## Art Support Matching Fund

### Corporate-Art Organizations

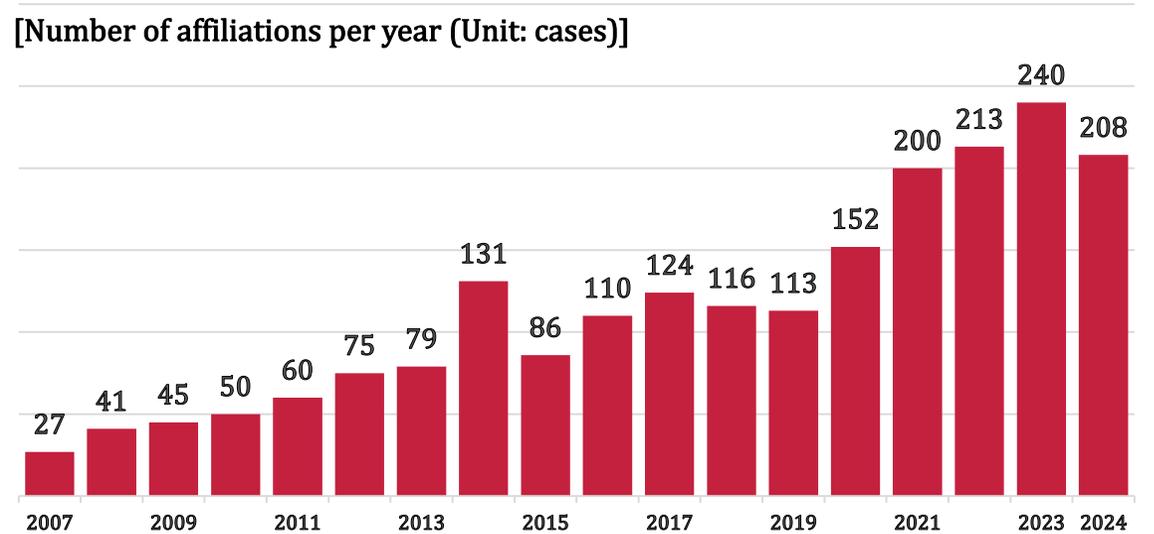
Category	Matching Ratio	Corporate fund	Grants
Small and medium-sized businesses	Maximum of 1:1	Minimum of 5 million won	Minimum of 5 million won to Maximum of 20 million won
Medium sized company			
Large corporation	Maximum of 1:0.5	Minimum of 10 million won	

In proportion to the amount supported by the company to the arts organization, the project consists of providing an additional allocation of funds (e.g., the 'culture and arts promotion fund') in proportion to the amount that companies provide to art organizations. The goals of the project are primarily to encourage small and medium-sized companies to adopt policies that promote art in a policy-based fashion, thereby reducing financial burdens on companies and assisting them to secure stable resources for art organizations.

[Amount of affiliation by year (Unit: KRW million)]



[Number of affiliations per year (Unit: cases)]



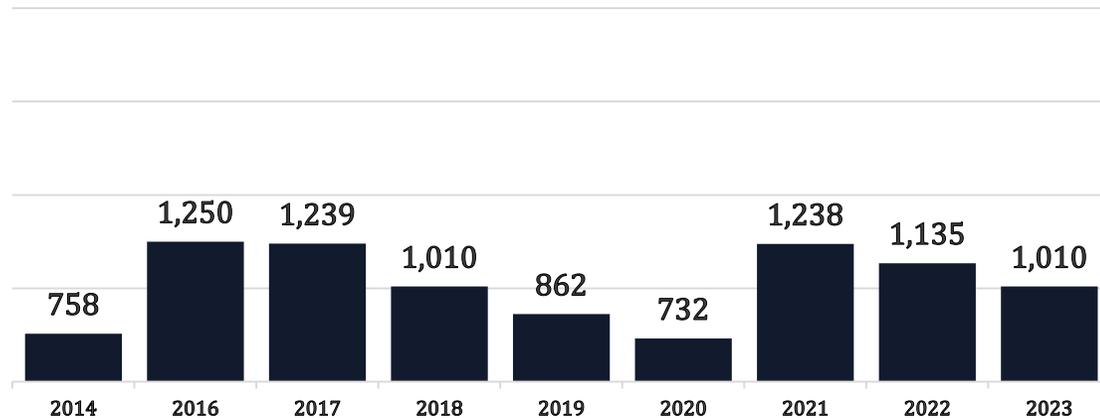
Matching Fund specific to region

Companies – Public Culture and Arts Foundations and Agencies

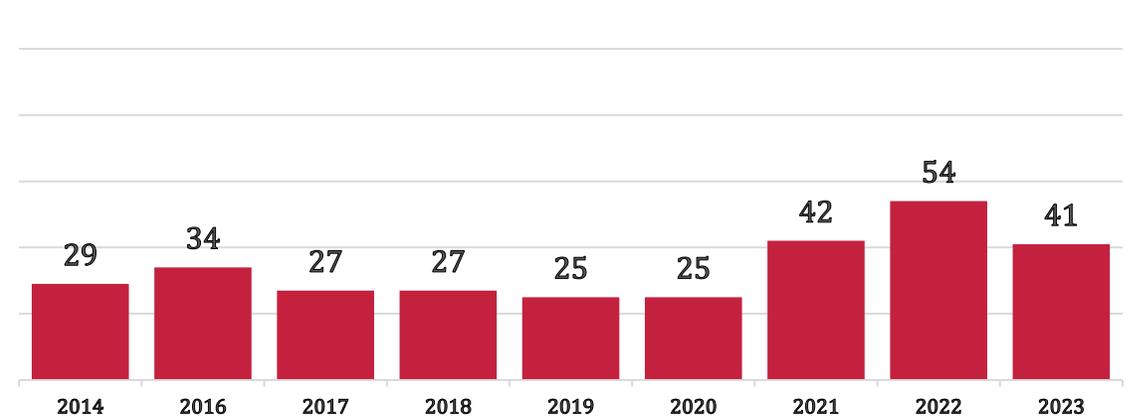
Corporate Fund		Grants	
Support amount by business	Support amount by institution	Support amount by business	Support amount by institution
Minimum of 5 million won to No maximum limit		Minimum of 5 million won to Maximum of 30 million won	Minimum of 5 million won to Maximum of 50 million won

It is a specialized program that focuses on resolving the uneven distribution of art funding in the metropolitan area and revitalizing local culture and arts. A proportion of the amount that companies contribute toward support for public culture and arts projects by public culture and arts foundations and institutions is matched by additional funding (art and literature promotion fund).

[Amount of affiliation by year (Unit: KRW million)]



[Number of affiliations per year (Unit: cases)]



K-Artist Support Program

One Company - One Artist Support Program

This program supports the visual arts to alleviate the problem of biased support towards performing arts. It operates as a credible project where public institutions collaborate with private enterprises.

<b>2021-2023</b>	MetLife Foundation Byucksan Engineering CJ Cultural Foundation	Heekyoung Jeon Sanghoon Ahn Jeongju Jeong
<b>2022-2024</b>	TYM Vatech Hyundai Department Store Hanmi Pharmaceutical	Namdoo Kim Meeyoung Kim Youngseok Cha Gunwoo Shin
<b>2023-2025</b>	Shinsegae Duty Free Eagon Iljin Culture Foundation	Hyesook Choi Junghwa Yang Jongsung Jo
<b>2024-2026</b>	MetLife Foundation Byucksan Engineering CJ Cultural Foundation	Hyangro Yoon Byungho Lee Jeisung Oh



## K-Artist Support Program

### International Music Competition Participation Support Program

This program supports Korean musical talents actively performing on international stages. It provides financial support for participants reaching the finals of major international music competitions and connects the top three winners to corporations for subsequent support.

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#### 2022 Van Cliburn International Piano Competition

Support 4 Artists(\*\* WINNER : Yunchan Lim)

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#### 2022 International Violin Competition of Indianapolis

Support 3 Artists

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#### 2024 Queen Elisabeth Competition

Support 4 Artists

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## K-Artist Support Program

### Carnegie Hall Debut Concert Support Project

This project aims to support the next-generation Korean musicians and their debut at the Carnegie Hall in New York. To introduce them to the U.S. classical music market, we search for corporate sponsorship, and collaborate with a local organization in the U.S (Korea Music Foundation).

**2024 Artist**

Cellist Hayoung Choi

**Sponsored by**

- Byucksan Engineering
- Amorepacific Foundation
- Noroo
- Poongsan Group
- Dongsung Chemical
- CJ Cultural Foundation
- D Exchange
- Arts Council Korea



Presented by  
**Korea Mecenat Assoc. & Korea Music Foundation**



### **Hayoung Choi, Cello** **Alim Beisembayev, Piano**

**Sunday, June 2, 2024 at 5:00 pm**

Zankel Hall at Carnegie Hall

Tickets start at \$60

Student / Senior discount tickets available at the Box Office. Students must show ID.

CarnegieCharge 212-247-7800  
Carnegie Hall Box Office at 57th & 7th Ave.  
carnegiehall.org



# Mecenat National Network Establishment Project

By implementing the "Culture and Arts Sponsorship Act", as well as the "Local Culture Promotion Act", we are striving to promote the nationalization of the Mecenat project through the establishment of a networking system between central and local Mecenat organizations in order to promote the centralization of culture and arts within the metropolitan area.

**Korea Mecenat Association**

**Gyeongnam Mecenat Association**

**Jeju Mecenat Association**

**Sejong Mecenat Association**

**Busan Mecenat Association**

**Gyeongbuk Mecenat Association**

**Daegu Mecenat Association**

**Global Mecenat Association in Daegu**

**Chungnam Mecenat Association**

- Established in 1994
- Established in 2007
- Established in 2015
- Established in 2020
- Established in 2021
- Established in 2022
- Established in 2023
- Established in 2023
- Established in 2024



**Visiting  
Mecenat**

**Arts for  
Children**

**Access  
Arts**

# Cultural Contribution Projects

In cooperation with the contributing companies, we plan and execute the projects in order to "share culture" with the underprivileged, local communities, executives, employees and the general public as a whole.

We provide companies with the opportunity to increase their brand value by tailoring cultural contribution projects tailored to their needs and we help provide more opportunities for cultural enjoyment among ordinary citizens by extending cultural contribution projects to companies.



**Visiting Mecenat**      **58** times      **12,361** persons

The purpose of this project is to address the imbalance in cultural and artistic enjoyment between locals and disadvantaged groups by providing opportunities for art experiences

**Arts for Children**      **17,843** times      **11,522** persons

Assisting children/adolescents and members of the community through various forms of cultural and artistic education

**Access Arts**      **172** times      **3,748** persons

Enhancing cultural competencies and opening up opportunities for the general public to engage with culture and arts through the discovery and promotion of outstanding cultural and artistic organizations

Main Business



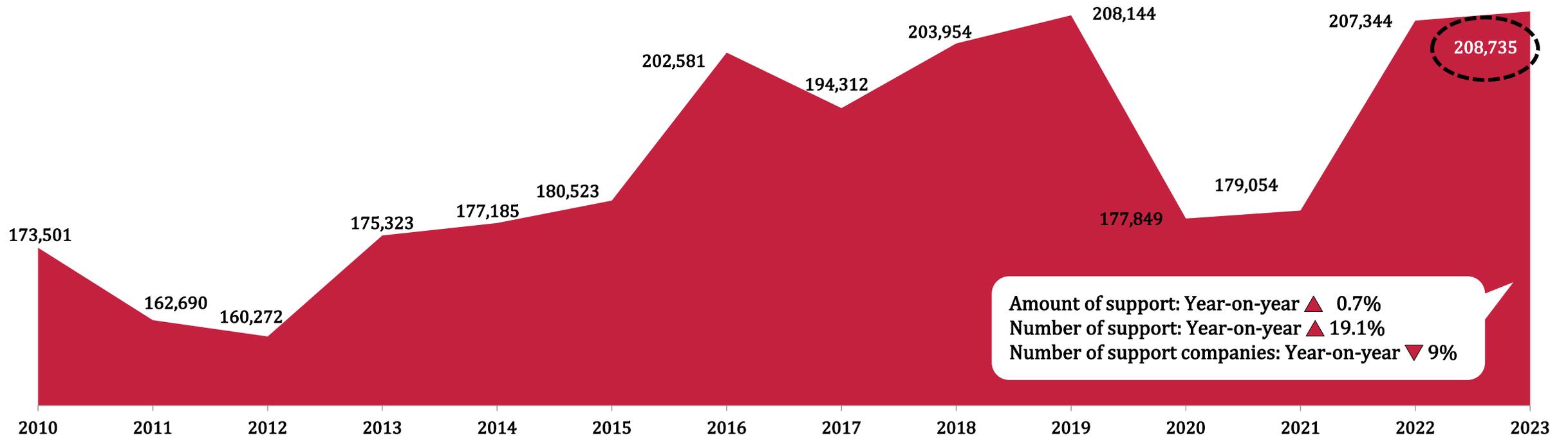
Research · Academic Publication

## Research Projects

### 'A Report on the Status of Corporate Culture and Arts Support'

As the only statistical data in Korea that can confirm the Mecenat activities of domestic companies numerically, The Korea Mecenat Statistics do not only reveal the exact number of companies that participate in Mecenat activities in Korea, but also provide a quantitative assessment of how much each company supports each field, the purpose and method of supporting each field, as well as their perception of such activities among such companies.

- Survey subjects: A number of subjects were surveyed, including 500 companies based on their domestic revenue (based on data from the MAEIL BUSINESS NEWSPAPER), members of the Korea Mecenat Association and contributors of cultural foundations.



## Research Projects

As part of the Mecenat support policy development, we are looking for the data that will be necessary for companies to fully engage in Mecenat activities.

In addition, we are working on various research projects such as studies about the effectiveness of corporate Mecenat activities to improve the quality of their development in general, and also regarding enhancement of the legal system in order to establish an effective 'social task setting process' for our institution.

2012	Research on the development of a model to measure the effectiveness of Mecenat activities in companies, and strategic utilization plans
2015	Research on the Development of Corporate Cultural Foundations - A Comparative Study of Management Policies of Overseas Cultural Foundations
2015	Business Evaluation and Mid- to Long-Term Strategy Report of 'Where business meets art' project.
2016	A study on ways to revitalize corporate culture consumption according to the enforcement of the Anti-Graft Act
2017	Culture, Arts and Corporate Competitiveness: The study focuses on examining 'The Three-Part Partnership' between business, government and art
2019	Expenditures on Cultural Entertainment - A Survey on Their Usage
2021	Expenditures on Cultural Entertainment - A Survey on Their Usage
2023	Expenditures on Cultural Entertainment - A Survey on Their Usage

## Academic Business

Our goal is to prepare an academic venue that will provide a platform to explore achievements and cases of corporate art cooperation and to share information and trends with other professionals from home and abroad. We have gathered talents from various disciplines to prepare this academic venue.

2015	Research symposium on the development of corporate cultural foundations
2016	Corporate Culture Consumption Revitalization Seminar
2017	Culture and Arts and Corporate Competitiveness: 'Three-Part Partnership' between Business-Government-Arts
2018	The role of businesses and the arts community to revitalize local culture
2019	Changes in the corporate working environment and the future of culture and arts
2020	Mecenat during COVID-19: Strategies for Corporate Art Cooperation
2022	Mecenat with the spread across the country
2023	ESG+MECENAT
2024	Mecenat with the spread across the country

Publishing Business

Paperback

There are several books available on Mecenat that are intended to help companies with their art support activities. As part of our initiative, we are publishing various documents to provide companies and workers in the culture and arts industry with useful information and cases related to the fields, both domestically and abroad.

《Mecenat》

Through the Mecenat magazine, which is published twice a year, we deliver not only current news and information from companies and the art world, but also a whole variety of Mecenat information that can enhance our understanding of Mecenat. In addition to being sent to membership companies, cultural and artistic organizations, government agencies, performance halls, museums and libraries, as well as to general readers, this magazine is distributed to the general public.



# Mecenat Awards

Since 1999, the Mecenat Awards ceremony has been held in Korea to discover and honor firms and entrepreneurs that have made significant contributions to the development of culture and arts in Korea.

As part of our effort to promote a continuous and efficient support between companies and culture and arts, the Mecenat Awards is designed to promote companies' continuous and efficient support activities for culture and arts.

Since 2007, the Mecenat Awards have been expanded into the Korea Mecenat Competition and since 2016 it has been holding the "Meeting Ceremony of Business and Art" along with the awards ceremony.



## Mecenat Grand Prize Award Ceremony

It was founded and launched as the nation's most prestigious Mecenat award system in 1999. Since then, it has discovered and recognized companies and businessmen who have made significant contributions to the development of Korean art. The Korea Mecenat Association, the Ministry of Culture, Sports and Tourism, and Maeil Business Newspaper are with us.

## Arts & Business Award

It consists of a venue where companies and art organizations can come together to strengthen their partnership. A couple that has been actively involved in the 'Where business meets art' project for a long period of time and has shown excellent partnership skills is being selected as the "Best Couple of the Year"

A large group of people, mostly of Asian descent, are seated in a conference hall, clapping enthusiastically. They are dressed in business attire. The scene is captured from a side angle, showing the audience's profile as they look towards the front of the room. The lighting is warm and focused on the audience.

Main Business

# Membership Services

It provides various benefits for member companies. Among the services that are offered are corporate networking, information and data provision, and tax support.

# 01. Network support for member companies



Mecenat CEO Culture Forum

The breakfast forum is a forum where representative and executives from member companies present special lectures on management, culture and arts and there are performances by emerging artists as well as opportunities for networking.

A&B Forum

As an information and academic network program, it was created in 2007 with the aim of helping members, business partners, and cultural project managers to work on cultural and artistic support projects and to expand and revitalize arts & business partnership projects.

# 02. Information Services



As part of our services, we provide research reports and academic archives indispensable to corporate art support and cooperation projects, e-magazines and clips containing the latest trends, and we also publish and send out overseas Mecenat materials. We invite you to take part in our academic programs, you will have the opportunity to acquire knowledge or information on corporate culture management strategies, messages, and success stories, among other topics.

# 03. Cultural Program Support • Invitation

Mecenat Arts Friends

This is a program that enables member companies to receive free support from art organizations across a broad range of art fields so as to support cultural programs involving executives and employees from member companies.



[Mecenat Arts Friends (Example case)]

- Celebration of company events such as the founding ceremonies
- Concert for employees and their families
- Lectures about culture and arts as well as creativity education for executives and employees
- Department of design-related training, Creative Training
- In-house art club coaching

Mecenat Art Stage

This program aims at introducing executives and employees of member businesses in charge of cultural projects and social contributions to the art and cultural values of art. The event has been held as a concert since its inception in 2012, hosting family members, acquaintances, and colleagues, as well as executives and employees of the member companies.

# 04.

## Tax support

As a designated donation organization, the Korea Mecenat Association has been approved by the Ministry of Strategy and Finance. This means that it is able to reduce corporate taxes by donating corporate donations to the arts sector.

# 05.

## Support for public relations and joint advertising among the members

In order to help our members be recognized as cultural companies, we actively promote the members' Mecenat activities through various media, such as social networks, major newspapers, and audio and video broadcasting stations.

# 06.

## Member-to-Member products and service discounts

Mecenat Members Only

By sharing discount information among member companies, we are able to provide discounts to the employees of companies that are members of our network. Similarly, we are contributing to the promotion of the products and services of member companies through this program.

# 07.

## Cultural CSR planning support

In our role as partners to the member companies we offer a customized DB from appropriate arts organization and support for planning cultural contents.



ESG  
+  
MECENAT



Korea Mecenat  
Association



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