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2025 Business for the Arts Awards Nominations

Award Categories and Criteria

CBCA’s Business for the Arts Awards celebrate innovative cross-sector partnerships, generous philanthropy, creative businesses, and stellar leadership across the state. The annual awards luncheon is the only statewide event honoring companies and individuals for their outstanding business partnerships and engagement with the arts.

The 2025 award honorees are selected by an independent judging panel. Award honorees will be notified in late December and will be publicly announced in January 2025. All 2025 honorees will be recognized at CBCA’s annual Business for the Arts Awards luncheon on Tuesday, April 22, 2025.

Nominations can be submitted at cbca.org/2025-business-for-the-arts-awards-nominations Questions? Contact Lindsey Bell at lbell@cbca.org

Nominations are due by Friday, November 8.

Tips for Successful Nominations

- Self-nominations are strongly encouraged.
- If you are nominating another organization or person, please notify them about the nomination. The most competitive and compelling submissions include input from the nominee.
- All nominations must include a minimum of three supplementary materials, such as letters of recommendation, press articles, photos, video links, etc.
- **Detail, detail, detail!** Be specific about the impact of the nominee and their work. Share examples and stories, as well as data and metrics.
- If you are having technical issues or want to discuss a potential nomination, please reach out to Lindsey Bell at lbell@cbca.org before the deadline.

Award Honoree Expectations and Benefits

- CBCA will produce a two-minute video about each Award Honoree.
 - Each honoree will have a filmed in-person interview for these videos in January 2025 (exact dates TBD) in the Denver metro area.
 - Honorees will provide images and b-roll video for their video.
- Award Honorees are expected to attend the Business for the Arts Awards luncheon on April 22, 2025 at the Denver Center for the Performing Arts.
 - Honorees will be presented with their award on stage during the luncheon.
 - Honorees are invited to a VIP Reception immediately before the luncheon.
 - Honorees are offered one complimentary ticket to the luncheon to accept the award. Most Award Honorees choose to purchase a table.
- Award Honorees will receive promotional materials to celebrate this recognition, including press releases, social media graphics, and their video.



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[2025 Arts & Business Partnership Award Nomination](#)

The Arts & Business Partnership Award Honorees are exemplary companies that have gone above and beyond to support the arts and creative industries. Honorees embody the mutual benefits of business and arts partnerships. They make Colorado a better place to live, work, and play through innovative collaborations, arts integration into business practices, creative workplaces, economic development in the creative sector, arts advocacy, employee engagement, and/or philanthropy.

Judges will select up to 8 diverse organizations as a cohort of 2025 Arts & Business Partnership Award Honorees.

Eligibility Criteria

- For-profit businesses, nonprofit organizations, educational or government agencies in Colorado are all eligible.
- The focus of the nomination must be outside the entity's day-to-day business or mission. In the case of a creative business or cultural organization, the nomination must be for a program or partnership beyond their regular work and intersect with the business sector.
- Nominee cannot have previously won a CBCA Business for the Arts Award within the last five years. Past nominees and finalists are encouraged to reapply.

Judges will consider the following in the award application:

- *Satisfies more than one of the following elements: innovative cross-sector partnerships, arts integration into business practices, creative workplaces, economic development in the creative sector, arts advocacy, employee engagement, and/or philanthropy*
- *Impact relative to the organization or program's size and history (established or emerging)*
- *Impact relative to the community they're serving*
- *Impact on the organization's employees and internal culture*
- *Economic benefit for the cultural sector and/or creative professionals*
- *Demonstrated commitment and action to advance equity and inclusion in their work and the community*
- *Innovative or fresh approach*

[MSU Denver Next Wave Leadership Award Nomination](#)

The Next Wave Leadership Award honors emerging professionals who are leading the future of our cultural community through their volunteerism, philanthropy, innovative cross-sector partnerships, and/or arts advocacy. These leaders are just starting out, but already making big waves!

Eligibility Criteria

- Nominee must be a Colorado resident.
- The focus of the nomination must be for activity outside their day-to-day job or business.
- Nominee must be recognized for work they've been engaged in for five years or less.



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- Cannot have previously won a CBCA leadership award in any category within the last five years. Past nominees and finalists are encouraged to reapply.
- Posthumous nominations are eligible.

Judges will consider the following in the award application:

- *Partnership between the arts and business communities*
- *Impact relative to the individual's years of service*
- *Impact relative to the community they're serving*
- *Economic benefit for the cultural community and/or creative professionals*
- *Demonstrated commitment and action to advance equity and inclusion in their work and the community*
- *Innovative or fresh approach*
- *Encouragement and facilitation of next generation of community arts leaders*

2025 Cultural Leadership Award Nomination

The Cultural Leadership Award recognizes an outstanding graduate of CBCA's Leadership Arts program who has made and/or continues to make an impact on arts & culture in Colorado.

Eligibility Criteria

- Nominee must be a Colorado resident.
- Nominee must be a graduate of CBCA's Leadership Arts program.
- Nominee cannot have previously won the Cultural Leadership Award. Past nominees and finalists are encouraged to reapply.
- Posthumous nominations are eligible.

Judges will be considering the following in the award application:

- *Depth of engagement with arts and business communities in Colorado*
- *Impact on arts and culture in Colorado*
- *Demonstrated leadership and application of Leadership Arts*
- *Demonstrated advocacy and ambassadorship for Leadership Arts and our arts and cultural community in Colorado*
- *Demonstrated commitment and action to advance equity and inclusion in their work and the community*

2025 John Madden, Jr. Leadership Award Nomination

Named for CBCA's founding chairman, the John Madden, Jr. Leadership Award recognizes an individual who has made significant contributions to advancing arts and culture in Colorado. This lifetime achievement award recognizes extraordinary leadership and a legacy of support for the arts.

Eligibility Criteria

- Nominee must be a Colorado resident.
- The focus of the nomination must be for activities outside their day-to-day job or business.
- Nominee cannot have previously won the John Madden, Jr. Leadership Award or similar lifetime achievement award from CBCA. Past nominees and finalists are encouraged to reapply.
- Posthumous nominations are eligible.



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Judges will be considering the following in the award application:

- *Partnership between the arts and business communities*
- *Impact relative to the individual's years of service and philanthropy*
- *Impact relative to the community they served*
- *Economic benefit for the cultural community and/or creative professionals*
- *Innovative or fresh approach*
- *Established a lasting legacy*
- *Sustained efforts over time*
- *Demonstrated commitment and action to advance equity and inclusion in their work and the community*

2025 Volunteer Attorney Impact Award

The Volunteer Attorney Impact Award recognizes an outstanding attorney who has provided pro bono legal services to Colorado creatives and advanced CBCA's Colorado Attorneys for the Arts (CAFTA) program. This award honoree must be a Colorado resident who has gone above and beyond to support the creative industries through CAFTA.

The Volunteer Attorney Impact Award has a closed nomination process. The honoree is selected by the CAFTA Advisory Committee based on direct engagement in CBCA's Colorado Attorneys for the Arts program.