

PUBLICITY GUIDELINES

FOR GREATER COLUMBUS ARTS COUNCIL GRANT RECIPIENTS

These guidelines are designed to help you acknowledge your support from the Greater Columbus Arts Council (GCAC) as a requirement for the grant you received. This material explains the legal requirements for crediting GCAC that your organization is contractually obligated to fulfill. Failure to credit GCAC for grant awards may jeopardize future funding. Compliance with these requirements will be reviewed when your organization requests grants in the future. Below you will find links to logos and detailed information about your responsibilities for crediting GCAC.

Why publicize grants?

GCAC asks that all arts organizations and artists receiving funding demonstrate the public value of the arts by making others aware of awards received. As a publicly-funded organization, it's also important for GCAC to recognize the funding we receive from the City of Columbus, Franklin County, the Ohio Arts Council and the National Endowment for the Arts. Therefore, all grant recipients are required to help us recognize the vital role that public funding for the arts plays in building a strong community and improving the quality of life in central Ohio. Through generous support from our funders, we are able to award this grant to you. We ask that you publicize your grant and thank the following funders who helped make the grant possible:

Grant

Operating & Project Support Grants
Individual Artist Fellowships
Franklin County Neighborhood Arts Grants

Technical Assistance

Funder

City of Columbus
City of Columbus
Franklin County Board of
Commissioners and Ashland Inc.
City of Columbus

We also ask that you recognize the Greater Columbus Arts Council's support in press releases and news interviews, to help build additional support for your organization and arts and cultural funding.

We also suggest that you add the following City Council members to your mailing list, so they are more aware of your organization and events: President Michael Mentel; President Pro-Tem Hearcel Craig; and Councilmember Priscilla Tyson. Franklin County Neighborhood Arts grants recipients may choose to add Franklin County Commissioners Paula Brooks (President), Marilyn Brown and John O'Grady to a mailing list.

As a grantee, the Greater Columbus Arts Council requests that you:

1. Include news of your grant and/or a GCAC logo in publications you produce for internal and external audiences. Examples of promotional materials include newsletters, brochures, play bills, postcards, educational materials, exhibition signage and Web sites. Operating Support Grant recipients should credit GCAC broadly for the activities of the organization. Project Support and Franklin County Neighborhood Arts grants recipients are required to provide credit on those materials and for those activities associated with the GCAC funding they received.
2. Acknowledge GCAC support in press releases and mention GCAC in newspaper interviews, promotional appearances and event/performance announcements.
3. Contact local media about the grant or include mention of the grant in a news release.
4. List the Greater Columbus Arts Council (and/or include our logo as appropriate) as a supporter of your organization, program or project in annual reports, donor lists, etc. GCAC's formal name should be included in donor



Greater Columbus Arts Council

GCAC Publicity Guidelines, Continued.

lists, at the donor recognition level most appropriate to the grant size. Based on the award amount, if a suitable recognition level does not already exist, recipients should create an appropriate recognition level.

5. **FOR OPERATING AND PROJECT SUPPORT RECIPIENTS ONLY:** Provide GCAC with a complimentary full page ad in your playbill, large format event program or other publication where other donors are formally recognized via ad space. Please contact Emily Swartzlander, Director of Marketing & Communications for ad information (614-221-8492/eswartzlander@gcac.org).

6. Include GCAC's logo on signs or plaques that recognize funders at events or on facilities.

7. Provide a link to GCAC's Web site (www.gcac.org) on your Web site.

8. Place the following GCAC staff members on your mailing list:

- Ruby Classen, Grants and Services Coordinator
- Emily Swartzlander, Marketing Director
- Oulanje Regan, Community Arts Education Administrator (for Franklin County Neighborhood Arts Grants recipients only)

9. Register at Ohio Event Finder (www.ohioeventfinder.com) and list your events, so they are posted on www.ColumbusArts.com.

GCAC can help you by:

1. Providing our logo for your use.
2. Contacting local media about the grants we award.
3. Helping you target appropriate media outlets.
4. Reviewing your publicity and news materials with regard to GCAC's attribution.
5. Offering support for entering events into Ohio Event Finder.

Referring to GCAC:

On first reference, please refer to GCAC as "Greater Columbus Arts Council". On second reference, GCAC is the preferred reference. It is appropriate on news releases to mention the organization and/or agency that provided funds to GCAC for your grant, as listed above.

On signage, please list GCAC as "Greater Columbus Arts Council" in text references.

Use of logo on promotional materials:

Download logos online at: www.gcac.org/grants-services-for-organizations/logos.php, in the "Grants & Services for Organizations" section of our Web site. GCAC's logo should be used in promotional materials, programs, educational materials, print advertising and other materials related to the grant you received. We also encourage you to add the logo to your Web site with a link to the GCAC main page, www.gcac.org.

If you have questions about logo usage or trouble downloading our logo, contact Jennifer Sadler, Marketing & Communications Coordinator, at 224-2606 x 811 or jsadler@gcac.org.