

APPENDIX 1 PUBLICITY/DONOR ACKNOWLEDGEMENT

The Arts Council requires that all arts and cultural organizations and individual artists receiving funding demonstrate the public value of the arts by making others aware of awards received. These guidelines are designed to help you acknowledge your support from the Greater Columbus Arts Council (Arts Council) as a requirement for the grant you received.

As a publicly-funded organization, it is important for the Arts Council to recognize the funding we receive from the city of Columbus, the Ohio Arts Council and, at times, the National Endowment for the Arts. Therefore, all grant recipients are required to help us in this worthy effort to 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. You can recognize the Arts Council's support through a variety of ways and this helps us all build additional support for your organization and arts and cultural funding in our community.

This material explains the legal requirements for crediting the Arts Council that your organization is contractually obligated to fulfill. Failure to credit the Arts Council 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 the Arts Council.

We ask that you publicize your grant and thank the funders who helped make the grant possible:

Grant	Funder
Artists in the Community	Greater Columbus Arts Council and city of Columbus
BOOST	Greater Columbus Arts Council and city of Columbus
Operating & Project Support Grants	Greater Columbus Arts Council and city of Columbus

Thanking our public officials for their support is important for the future vitality of arts and culture in Columbus. We suggest that you add the following [City Council members](#) to your mailing list so they are more aware of your organization and events:

- Mayor Andrew Ginther;
- President (position filled by Jan. 6)
- President Pro-Tem (position filled by Jan. 6)
- Councilmember Priscilla Tyson;
- Councilmember Zachary Klein;
- Councilmember Shannon Hardin;
- Councilmember Liz Brown;
- Councilmember Mike Stinziano;
- Councilmember Jaiza Page;
- Councilmember Eileen Paley

Mail can be sent to: City Hall, 90 W. Broad St, Columbus OH 43215.

As a grantee, the Arts Council requires that you address the following areas when promoting your organization and events:

GENERAL GUIDELINES

On first reference, please refer to us as the "Greater Columbus Arts Council." On second reference, the Arts Council is acceptable. **Do not use the acronym, GCAC.** It is appropriate on news releases to mention the city of Columbus and the Arts Council for your grant, as listed

above. On signage, please use our complete logo wherever possible, and at minimum include a text reference to “Greater Columbus Arts Council.”

Operating Support recipients should credit the Arts Council broadly for the activities of the organization.

Project Support recipients are required to provide credit on materials for activities associated with the Arts Council funding they received.

Artists should use the channels available to them, such as social media and press releases (where applicable), to recognize support from the Arts Council.

FOR OPERATING SUPPORT RECIPIENTS:

Send letters/emails/other correspondence to Columbus City officials and your Ohio legislators (Ohio House members and Ohio Senate members) acknowledging/thanking them for their support of the arts in Columbus, the Greater Columbus Arts Council and for this grant and/or grant program. Consider including a story about the impact of this support on your clients, organization and/or the community. Include copies of these letters with your final report.

FOR OPERATING AND PROJECT SUPPORT RECIPIENTS:

Provide the Arts Council with a complimentary full page ad (for Operating Support grantees) or half page (for Project Support grantees) in your playbill, large format event program or other publication where other donors are formally recognized via ad space. Our Marketing, Communications and Events department will reach out to you annually to get the correct specifications and deadlines for these ads. Please contact Jami Goldstein, VP of Marketing, Communications and Events ([614-221-8492](tel:614-221-8492)/jgoldstein@gcac.org) if the contact person at your organization, or your program or ad specifications, change.

LOGO AND TEXT CREDIT

The Greater Columbus Arts Council logo includes the graphic representation of GCAC **AND** the words “Greater Columbus Arts Council.” Both of these elements are required anywhere the logo is included.

- Include the Arts Council logo on signage that recognizes funders at events or on facilities.
- Include the Arts Council logo and link to the Arts Council website (www.gcac.org) on your website.
- Include the Arts Council logo in publications you produce for internal and external audiences. Examples of promotional materials include newsletters, brochures, playbills, postcards, advertisements (where other sponsors are recognized) educational materials, exhibition signage and websites.
- 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. The Greater Columbus Arts Council (only, do not use the acronym, GCAC) name should be included in donor 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.
- Download logos online at www.gcac.org/about/gcac-logos.

PUBLIC RELATIONS

- Acknowledge the Arts Council support in press releases and mention the Greater Columbus Arts Council in newspaper interviews, promotional appearances and event/performance announcements.
- Contact local media about the grant or include mention of the grant in a news release.

STAY CONNECTED

- Place the following Arts Council staff members on your mailing list:
 - Sean Kessler, Grants & Services Coordinator, Organizations (skessler@gcac.org)
 - Keya Crenshaw, Grants & Services Coordinator, Artists (kcrenshaw@gcac.org)
 - Jami Goldstein, VP of Marketing, Communications and Events (jgoldstein@gcac.org)
- Sign up for our newsletter at www.gcac.org on the left hand side of the page in the yellow navigation bar.

EVENT PROMOTION

Register at Ohio Event Finder (www.ohioeventfinder.com) and list your events, so they are posted on www.ColumbusMakesArts.com. Listing your event is a grant requirement. Make sure to check the box: "Funded by the Greater Columbus Arts Council." Events indicated as such are regularly shared with Arts Council Board members. Events entered into the Ohio Event Finder are also promoted on ArtsinOhio.com.

ART MAKES COLUMBUS/COLUMBUS MAKES ART CAMPAIGN

- Include the campaign logo and link to ColumbusMakesArt.com on your calendar or events page. Find the logo and other resources www.columbusmakesart.com/toolkit/
- Use #artmakescbus when promoting events on social channels and in print where possible.
- Follow @artmakescbus on twitter and instagram and "like" Art Makes Columbus on Facebook.

The Greater Columbus Arts Council can help you by:

- Providing our logo for your use.
- Contacting local media about the grants we award.
- Helping you target appropriate media outlets.
- Reviewing your publicity and news materials with regard to the Arts Council's attribution.
- Offering support events entered into Ohio Event Finder by marketing the events through broad promotion of ColumbusMakesArts.com and related sites.

If you have questions about any of these requirements, logo usage or have trouble downloading our logo, contact Jami Goldstein, VP of Marketing, Communications and Events ([614-221-8492](tel:614-221-8492)/jgoldstein@gcac.org).