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## APPENDIX A: PUBLICITY/DONOR ACKNOWLEDGEMENT

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The Arts Council requires that all arts and cultural organizations and individual artists receiving funding demonstrate the public value of the arts by acknowledging support from the Greater Columbus Arts Council. Failure to credit the Arts Council for grant awards may jeopardize future funding. Compliance with these requirements will be reviewed throughout the year.

### GENERAL GUIDELINES

On first reference, please refer to us as the “Greater Columbus Arts Council.” On second reference, Arts Council is acceptable. **Do NOT use the acronym, GCAC.**

Operating Support recipients should credit the Arts Council broadly for all of the activities of the organization on an on-going basis. This includes acknowledgement utilizing all channels available, such as: website, social media, press releases, print materials, curtain speeches, special events, e-newsletters, on-location signage, etc.

Project Support recipients should credit the Arts Council for all events associated with the project activities detailed in the application utilizing website pages, social media posts and events, print materials, curtain speeches, e-newsletters and on-site signage.

Individual Artists should use the channels available to them, such as social media, newsletters and press releases to recognize support from the Arts Council. Some

### SOCIAL MEDIA

All grantees should acknowledge their grant via social media channels at the time of award notification. Like and tag the Greater Columbus Arts Council page on Facebook, use @GCAC\_Cbus on Twitter or the include hashtags #gcacgrants and #columbusmakesart on Instagram. Facebook events should also contain acknowledgement of the Arts Council award.

### VISUAL ACKNOWLEDGEMENT

On signage, please use our complete logo wherever possible. The logo includes the graphic representation of GCAC **AND** the words “Greater Columbus Arts Council.” Both elements are required anywhere the logo is included. At minimum, include a text reference to “Greater Columbus Arts Council” on signage.

- Download logos online at <https://www.gcac.org/about/gcac-logos/>.
- Include the Arts Council logo and link to the Arts Council website (www.gcac.org) on your website or event page.
- Include the Arts Council logo in all print and digital media that you produce for internal and external audiences. Examples of promotional materials include newsletters, eblasts, brochures, playbills, postcards, advertisements, educational materials, exhibit signage.
- List the Greater Columbus Arts Council as a supporter of your organization or project in donor lists at the donor recognition level most appropriate to the grant size.

### PROGRAM ADS – OPERATING & PROJECT SUPPORT GRANTEEES

Operating and Project Support grantees must provide the Arts Council with a complimentary ad in playbills, programs or other publications where other donors are formally recognized. When you receive notification of your grant, please contact [ads@gcac.org](mailto:ads@gcac.org) with contact information, specs and deadlines for publication. Operating Support are required to provide a full-page ad; Project Support grantees are required to provide a half-page ad.

## EVENT LISTINGS

Listing your event via Ohio Event Finder is a grant requirement. Register at Ohio Event Finder ([www.ohioeventfinder.com](http://www.ohioeventfinder.com)) and list your events so they are posted on [ColumbusMakesArt.com](http://ColumbusMakesArt.com) and [ArtsinOhio.com](http://ArtsinOhio.com). Make sure to select the event attribute: "**Funded by the Greater Columbus Arts Council.**" Events indicated as such are regularly shared with Arts Council board members.

## 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.
- When publicizing your grant please thank both the Greater Columbus Arts Council and the city of Columbus.
- Contact local media about the grant or include mention of the grant in a news release.

## ART MAKES COLUMBUS/COLUMBUS MAKES ART CAMPAIGN

- When there is space available, include the campaign logo in print and digital marketing materials. Find the logo and other resources [www.columbusmakesart.com/toolkit/](http://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.

## THANK PUBLIC OFFICIALS

Thanking public officials for their support is important for the future vitality of arts and culture in Columbus. Send letters/emails/other correspondence to [city of Columbus 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 the grant received. Consider including a story about the impact of this support on you, the organization and/or the community. Include copies of these letters with your final report.

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

- Mayor Andrew Ginther
- Councilmember Shannon Hardin, President
- Councilmember Elizabeth Brown, President Pro Tempore
- Councilmember Mitchell J. Brown
- Councilmember Rob Dorans
- Councilmember Shayla Favor
- Councilmember Emmanuel V. Remy
- Councilmember Priscilla R. Tyson

## QUESTIONS?

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, [jgoldstein@gcac.org](mailto:jgoldstein@gcac.org)).