

APPENDIX A: 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 acknowledging support from the Greater Columbus Arts Council. Failure to credit the Arts Council for grant awards may jeopardize future funding.

SAY OUR NAME

Do NOT use the acronym, GCAC. On first reference in text, please refer to us as the “Greater Columbus Arts Council.” On second reference, you may use the Arts Council.

SAY THANK YOU

Social Media

When your grant is approved, say “thanks” on social media! Like and tag the Greater Columbus Arts Council and Columbus Makes Art pages on Facebook, use @GCAC_Cbus on Twitter and/or include hashtags #gcacgrants and #artmakescbus on Instagram.

#artmakescbus
#gcacgrants

Thank Public Funders

Thanking public officials for their support is important for the future vitality of arts and culture in Columbus. Send letters/emails to [Columbus Mayor](#), [Columbus City Council Members](#) and [Franklin County Commissioners](#) thanking them for their support of the arts in Columbus, the Greater Columbus Arts Council and for the grant you received. Consider including a story about the impact of this support on you, the organization and/or the community. Save copies of these letters/emails to include with your final report.

Mailing Addresses:

Mayor and Columbus City Council: City Hall, 90 W. Broad St, Columbus OH 43215

Franklin County Commissioners: 373 S. High St., 26th Floor, Columbus OH 43215

SHARE THE NEWS

Event Calendar

Listing your event via the Ohio Event Finder is a grant requirement for organizations and optional for individual artists. Register your organization at Ohio Event Finder (www.ohioeventfinder.com) and list your events so they are posted on both ColumbusMakesArt.com and ArtsinOhio.com. Make sure to select the event attribute: “Funded by the Greater Columbus Arts Council.” If you are an individual presenting an event, contact your venue to list the event through Ohio Event Finder. If your venue is not registered or you have any other questions please contact Nick Dekker at ndekker@gcac.org. Facebook events posted by organizations and individuals should also contain recognition of the Arts Council award.

Public Relations

When publicizing your grant please thank the Greater Columbus Arts Council, the city of Columbus and Franklin County. Acknowledge grant support in press releases and mention the Greater Columbus Arts Council in newspaper interviews, media/promotional appearances and event/performance announcements and curtain speeches.

SHOW US THE LOVE

Donor 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 Grantees

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 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.

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/.
- Use #artmakescbus when promoting events on social channels and in print where possible.
- Follow @artmakescbus on Twitter/Instagram and “like” Art Makes Columbus on Facebook.

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).