

APPENDIX A: PUBLICITY/DONOR ACKNOWLEDGEMENT

GCAC requires that all arts and cultural organizations and individual artists receiving funding demonstrate the public value of the arts by acknowledging support from GCAC. Failure to credit GCAC for grant awards may jeopardize future funding.

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.

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, GCAC 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 (<https://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 GCAC." 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 GCAC award.

Public Relations

When publicizing your grant please thank GCAC, the city of Columbus and Franklin County. Acknowledge grant support in press releases and mention GCAC 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. At minimum, include a text reference to “GCAC” on signage.

- Download logos online at <https://www.gcac.org/about/gcac-logos/>.
- Include the GCAC logo and link to the GCAC website (<https://www.gcac.org/>) on your website or event page.
- Include the GCAC logo in all print and digital media that you produce for internal and external audiences. Examples of promotional materials include but are not limited to, newsletters, eblasts, brochures, playbills, postcards, advertisements, educational materials and exhibit signage.
- List GCAC 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 Support, General Support, Project Support & Thrive Grantees

Operating Support, General Support and Project Support grantees must provide GCAC 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 and General Support are required to provide a full-page ad; Project Support grantees are required to provide a half-page ad.

Permanent Signage - Mural Assistance Grantees

Mural Assistance grantees will be provided signage that will be installed at the mural site. Details will be provided to grantees in April/May 2023.

Art Makes Columbus/Columbus Makes Art

Art Makes Columbus is GCAC’s marketing effort to elevate arts participation in Columbus. By helping promote these channels, you increase visibility for these important marketing efforts.

- 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 (614-221-8492, jgoldstein@gcac.org).