
FY2018 Young Professionals Grantee Handbook



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The purpose of this agreement is to outline the grantee expectations and requirements for the Young Professionals (YP) Grant Program for FY2018. By accepting funding through the YP Grant Program, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

Grant Recognition Guidelines

The ArtsWave Community Campaign receives contributions from generous individual, business and foundation donors. To reinforce the importance of their gifts, we need them to see and understand the connection between their contribution to ArtsWave and the programs supported by this grant. Specifically, this grant was supported by the generosity of young professional donors to the ArtsWave Community Campaign. Public recognition of this grant, and thereby of young professional donors to ArtsWave, is important to sustain and encourage future contributions to this remarkable community resource.

We ask grant recipients to credit ArtsWave as space is available in all promotional materials for the funded programming including, but not limited to: programs, calendars, postcard announcements, invitations, news releases, radio and television spots, social media posts, e-communications vehicles, street banners and box office windows.

Name and Brandmark Usage

Always use the full name: ArtsWave, with a capital “A” for Arts and a capital “W” for Wave and no space between Arts and Wave. ArtsWave brandmarks are available for download at www.TheArtsWave.org/about/media-resources.

When the logo will be on printed materials and less than 2 inches in width, use the brandmark without rings or tagline. The logo should never appear at a size less than ¾ inch. The tagline proportion and placement should never be altered.

In all cases, please make sure the brandmark is clearly legible and recognizable.

Print Recognition

Event Programs

Grant recipients will use, in a size at least 1 inch in width, the ArtsWave logo on the title page of all programs for activities/events funded through this grant. Logo size and placement should be proportional to ArtsWave’s support comparative to other sources of funding.

Newspaper/Magazine Advertising

Any advertising for the funded program, regardless of size or length, should credit ArtsWave.

News Releases

News releases about the funded programming must credit ArtsWave support. Example: “XYZ is supported by the generosity of the thousands of young professional contributors to the ArtsWave Community Campaign.”

Event Signage

Wall text must include ArtsWave. If there is no wall text, grant recipients may place a sign near the entrance crediting ArtsWave as follows: “Supported by the generosity of the thousands of young professional contributors to the ArtsWave Campaign.”

Electronic Recognition

Broadcast Advertising

Include ArtsWave in all radio and television spots promoting the funded programming. Radio spots should give verbal credit to ArtsWave (copy: “Funding support comes from ArtsWave”) and television spots should include the ArtsWave logo.

Digital Advertising

Logo credit should be provided in all digital advertising for the funded programming. Acknowledgement of ArtsWave support should be proportional to its share of support compared to other sources.

Social Media

Tag @ArtsWave on posts and shares about the funded programming and, when appropriate, use hashtags such as #CincyArts and #BlueprintRoots. This will allow ArtsWave to find and share posts, thereby amplifying the reach and message. If an event is created on Facebook, credit ArtsWave as follows: “Supported by the generosity of the thousands of young professional contributors to the ArtsWave Campaign.”

Oral Recognition

In cases when there is no printed program, grant recipients can provide oral credit before each activity/event funded through this grant. As in press releases, oral credit should explicitly thank the community: “XYZ is supported by the thousands of young professionals who give generously to the ArtsWave Community Campaign.” If an announcement is not possible, grant recipients may place a sign at the entrance of the event.

Collaborative Marketing

One of ArtsWave’s goals is to communicate excitement about the programming funded through this grant in a variety of channels. Grant recipients will post all event and program listings on CincyArtsGuide.com.

Grant Acceptance

Grant recipients are asked to submit a FY2018 YP Grant Acceptance via GIFTS Online. In addition to some administrative paperwork, the grant acceptance includes an Evaluation Plan for the funded programming. The Evaluation Plan includes three program objectives with projected results. The grant acceptance form is due on or before September 1, 2017.

Progress Report

Grant recipients will be required to make a 5 to 7-minute presentation at the ArtsWave YP Committee meeting on March 8, 2018. The presentation should focus on the status of program implementation.

The Committee will also be given the opportunity to ask questions. The meeting will be held at ArtsWave (20 E. Central Parkway, Suite 200) from 8am to 9am. Additional details will be provided by the end of the calendar year.

Final Report

Grant recipients must submit a YP Grant Final Report via the grant portal by June 29, 2018. The final report includes a financial report, an evaluation report with the actual results achieved for each of the three objectives outlined in the evaluation plan, and lessons learned during program implementation that might be valuable to the broader sector.

Photographs

ArtsWave publicizes its grants and generates excitement about the impact of the arts through media outlets, via social media platforms, through our e-newsletters and on our website. As a part of the final report, we ask grant recipients to submit at least three photographs that showcase the funded programming. ArtsWave will assume that we have permission to use and share these photographs and any attributions (if provided), unless expressly told otherwise.

Proof of Grant Recognition

PDFs or JPGs of programs and other materials should also be submitted along with your final report. We encourage you to send us press releases, copies of publications or media coverage that mention your grant.

Grant Payment

A single grant payment by check or by EFT (if authorization has been provided) will be issued by mid-September, 2017 upon receipt of the completed FY2018 YP Grant Acceptance Form via the grant portal.