FY2022 "Truth and Reconciliation" Project Grants for Black and Brown Artists Grantee Marketing Handbook

arts wave

Funding Arts. Fueling Community.

ArtsWave is happy to support the projects that have received funding from Truth & Reconciliation Grants. We want to see your project succeed, so we have compiled this list of resources and guidelines to help with your marketing efforts.

ArtsWave Guide
One of ArtsWave's goals is to make your project successful. We will help you promote it through in a variety of channels. To start, be sure to post all of your event and program listings on **ArtsWave Guide,** the region's most comprehensive arts calendar. ArtsWave Guide receives an average of 100,000 visitors annually and will be a key way the public will learn about your events.

Click here for instructions on submitting events to ArtsWave Guide. When you submit your events, be sure to mention in the description that it is funded by a Truth and Reconciliation grant. Be sure to also select "Truth and Reconciliation Events" as one of the "Call-Out Categories" for the event. When you select that option, your event will be displayed on **this curated category page.** You can also select "Art by African American Artists" as a "Call-Out," which will make it appear on **this page.**

If your program is always accessible online, you can choose Online/Virtual Events as the category and Virtual/Online Space for the venue. Extend the date range for as long as the program will be accessible (up to about a year at a time), which will make it appear as an "Ongoing" event. Choose 12 a.m. to 11:55 p.m. for the time of the "event" to indicate anytime access.

For public art, you can use a similar strategy, using the "Art Walks + Public Art" category and choosing 12 a.m. to 11:55 p.m. times if the art is always on display. For Outdoor events and programs, be sure to choose "Outdoor" as the category.

When you select a photo for your event, please add the "ArtsWave Truth and Reconciliation Funding" logo to the image. You can find that logo, along with an example of how it should be used, in **this folder.** For assistance with adding the funding logo to your images or any other questions about uploading your events to ArtsWave Guide, contact Zach Moning, Marketing & Communications Manager, at 513.632.0134 or **zach.moning@artswave.org**.

ArtsWave Pass
If you have experiences that you would like to offer as an exclusive opportunity to a select group of visitors or audiences, consider offering it via ArtsWave Pass. Donors who give at least $75 qualify for the ArtsWave Pass, our most popular donor benefit, which offers access to events and experiences that are not available to the public at large.

ArtsWave sends ArtsWave Pass holders communications highlighting many of the experiences they can take advantage of, including our Arts All Around email that reaches over 30,000 people. To start the process of adding an offer to ArtsWave Pass, send a message to **artswavepass@artswave.org** or call 513.632.0121

Photos

ArtsWave will publicize your project to generate excitement about the impact of the arts through media outlets, via social media platforms, newsletters and on our website. To help with that publicity, we ask that you submit at photographs that highlight your project. We suggest adding photos to the folder each month so that we can use them to tell a more comprehensive story of your project. You can upload those photos directly to the folder with your name in **this Google Drive directory**.

Please provide any photo credits or attributions that you would like us to use when we share these photos either in the file names (e.g. "[Artist Name]_[Project Name]_Photo credit [Photogapher Name].jpg") or in an accompanying text document. We will assume we have permission to use or share the photos unless expressly told otherwise.

To upload photos, you will need access to a Google account. Once you are signed in, simply click on the link above, then drag and drop the files you want to upload. If you have any trouble, you can send images directly to **zach.moning@artswave.org**.

Social Media

Be sure to include ArtsWave as a co-host on any event pages you create for your project on Facebook or other social media platforms. We ask that you tag @ArtsWave on posts and shares about the funded programming and use the hashtag #TruthandReconciliation. This allows ArtsWave to easily find and share posts, amplifying your reach and message.

An example might be "[Description of photo or project]. [Name of project] is made possible by a #TruthandReconciliation Grant from @ArtsWave."

News Releases

News releases about the funded programming must credit ArtsWave and contain an ArtsWave boilerplate, which is provided below:

> **About ArtsWave**
> ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Strong funding for the arts has allowed

Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 150 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2022, ArtsWave awarded 22 Black and Brown Artist Grants to projects like this one that that explore the themes of "truth and reconciliation." Funding comes from ArtsWave in partnership with the City of Cincinnati, Duke Energy, Macy's, Greater Cincinnati Foundation, Fifth Third Bank and Hard Rock Casino. You can support efforts like these by making a gift to ArtsWave at **artswave.org/give**.

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. The only exception is in email addresses or website URLs, which use all lowercase: "artswave.org." ArtsWave brandmarks and full brand guidelines are available for download, along with a logo lockup indicating that your project received a Truth and Reconciliation Grant, in **this folder on Google Drive**.

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

Additional Information
If you have additional questions about how ArtsWave can help with marketing your project, please contact Zach Moning at 513.632.0134 or **zach.moning@artswave.org**.

Useful Links
- **ArtsWave Guide**
  - **Instructions on Submitting Events**
  - **Login/Account Creation Screen**
  - **Truth and Reconciliation Events Category**
- **Upload photos to this Google Drive Folder**
- **ArtsWave Logos and Brand Guidelines**
- **ArtsWave Pass**
- ArtsWave on Social Media
  - **Facebook**
  - **Instagram**
  - **LinkedIn**
  - **Twitter**