



**SAMPLE** – Final version will be sent with grant award letter

**ArtsWave  
Marketing, Campaign and Recognition  
Policy Guidelines  
2012 - 2013**

**For recipients of major grants  
over \$250,000**

## **INTRODUCTION:**

This agreement outlines: (1) how ArtsWave and its corporate partners shall be recognized by arts organizations in various forms of communication; (2) the requested materials to be provided for use in support of the ArtsWave Community Campaign; and (3) the organizational fundraising guidelines.

The goal is to help build the image of ArtsWave as a critical supporter of the arts. ArtsWave can only achieve this through a marketing and publicity partnership with the arts organizations to recognize the significant community support provided for the arts in the region through the annual ArtsWave Community Campaign. In the spirit of cooperation, ArtsWave acknowledges that not all arts organizations have the capacity to execute all of these specific requests, but looks to their support to the best of their ability given the nature of each organization.

### **ArtsWave Recognition**

***If you have any questions, please contact Rebecca Bromels, Director of Communications at 513.632.0120 or [Rebecca.Bromels@TheArtsWave.org](mailto:Rebecca.Bromels@TheArtsWave.org)***

Arts organizations will give credit to ArtsWave in all promotional materials as space is available including programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, e-communication vehicles, street banners, box office windows, and the like.

**Name and Brandmark Usage** – When referring to ArtsWave do not shorten or use acronyms, always use the full name: ArtsWave.

Always use a capital “A” for Arts and a capital “W” for Wave. ArtsWave

Never have space between Arts and Wave

When crediting ArtsWave for its support use the current ArtsWave brandmark available for download at [www.TheArtsWave/about/media.org](http://www.TheArtsWave/about/media.org) .

Upon an organization’s request, ArtsWave can mail a hard copy of the current brandmark.

Order of preferable brandmark use:

- Three-color brandmark with Tagline
- Grayscale brandmark with Tagline

The tagline proportion and placement should not be altered as it relates to brandmark.

### **Print Recognition**

#### **Event Programs**

Organizations receiving support from ArtsWave will use, in a size **at least 1 inch in width**, ArtsWave logo on the title page of all programs.

If identifying classes of funders (i.e. Season Sponsor, Program Sponsor, Production Sponsor, etc.), please list ArtsWave as a “Season Funder” separate from other

sources of operating support such as the Ohio Arts Council and the National Endowment for the Arts.

### **Newsletters**

Arts organizations that publish a newsletter should include the ArtsWave logo and space for a seasonal ad. We understand that publication sizes will vary.

### **Newspaper/Magazine Advertising**

Logo credit should be given to ArtsWave in all print advertising placed by organizations that is 10 column inches or larger. Any advertising, regardless of size or length, placed by a grant recipient that credits a specific funding source should also credit ArtsWave. When the financial support of ArtsWave comprises the largest share of multiple sources of annual support, acknowledgment of ArtsWave support should be larger in printed materials, publicity, and advertising than acknowledgment of other sources of financial support.

### **News Releases**

News releases must credit ArtsWave support by using the logo or appropriate written credit. Example: "XYZ is supported by the generosity of community contributions to the ArtsWave Campaign."

### **Event Signage**

For a temporary exhibit, wall text must include ArtsWave listed with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibit crediting ArtsWave as follows: "Supported by the generosity of community contributions to the ArtsWave Campaign."

## **Electronic Recognition**

### **Broadcast Advertising**

Please include ArtsWave in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to ArtsWave (copy: Funding support comes from ArtsWave) and television spots should include the ArtsWave logo.

### **Electronic Advertising**

Logo credit should be provided in all electronic advertising on the Internet. Please include the ArtsWave logo, along with a link to [www.TheArtsWave.org](http://www.TheArtsWave.org), on the front page of the organization's website. When the financial support of ArtsWave comprises the largest share of multiple sources of annual support, acknowledgement of ArtsWave support shall be larger in electronic advertising than other sources of financial support.

## **Oral Recognition**

When written credit is not applicable, in cases where there is no printed program, organizations can provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank the community: "XYZ is supported by the thousands of people who give generously to the ArtsWave Community Campaign." If an announcement is not possible, organizations may place a sign at the entrance of the event.

Additionally, organizations should make curtain announcements recognizing the ArtsWave Community Campaign at all performances from ArtsWave Sampler Weekend Kickoff each February through the ArtsWave end of campaign each April.

### **Recognition of ArtsWave Donors**

Annually, ArtsWave provides major grants recipients with a list of campaign donors. Please list ArtsWave Campaign donors in at least one agreed-upon-in-advance program before the end of the calendar year. If an organization does not have programs, they can substitute a newsletter or annual report.

### **Program/Playbill Advertisements**

Each year, ArtsWave will provide arts organizations with program/playbill advertisements. Please provide one full-page of advertising space in all season or exhibit programs.

Currently, ArtsWave provides the following ads, in color and black/white formats, which could increase or decrease in future years. Please provide space for color advertisements whenever possible.

ArtsWave Community Campaign ad (use from November 15—April 29)

ArtsWave Sampler ad (use from January 1—March 11)

ArtsWave General Brand ads (use from May 1—November 14)

Please note, Community Campaign and Arts Sampler ads may run concurrently. Please reserve an additional ½ page of program space during these periods. Contact Rebecca Bromels with specs, deadlines, and contact information for these program/playbill ads.

### **Proof of Credit**

ArtsWave should be on all member/subscriber/donor mail and e-mail lists in order to receive copies of such materials. Please forward sample copies of programs or other materials to the attention of Michelle Reeves, Manager of Campaign Operations, 20 E. Central Parkway Suite 200, Cincinnati, OH 45202; Michelle.Reeves@TheArtsWave.org.

## **ARTSWAVE CAMPAIGN FUNDRAISING GUIDELINES**

*If you have any questions, please contact Lisa Wolter, Vice President of Development & Campaign at 513.632.0127 or [Lisa.Wolter@TheArtsWave.org](mailto:Lisa.Wolter@TheArtsWave.org).*

### **CAMPAIGN PARTICIPATION REQUESTS:**

Before the start of each campaign year, ArtsWave will request information from beneficiary organizations that will assist in the fundraising efforts during the Community Campaign. Requests shall include, but will not be limited to, such items as tickets/offers for employee campaign raffles, campaign speakers, trivia questions, and statistics on education and outreach programs, along with an ArtsWave Fun Card offer. Organizations should fulfill these requests in a timely manner to the best of their ability.

Please Note: the ArtsWave grant making process takes organization's response to these requests into consideration as well as participation in the Special Gifts Division and Employee Campaign under the collaboration criterion.

To encourage participation by board and staff, incentive dollars will be awarded through the grants process. Awards will be given in two ways through the collaboration component of the new grantmaking process:

- I. The first will be a match award. A one-for-one dollar match award will be made for any new employee campaign that an organization identifies, uses staff or volunteer to set up a meeting at the company, and sends staff or volunteer to accompany the ArtsWave campaign manager on the initial fundraising call.
- II. The second will be distributed to organizations as a component of the organization's overall collaboration score.

ArtsWave staff will provide an assessment of each organization's efforts in support of the campaign for consideration by the Grants Committee. It is ArtsWave's expectation that each organization will continue to be supportive of the campaign. However, this criterion provides the opportunity to reward an organization for extraordinary efforts that have truly benefited all organizations. Similarly, in fairness to all major grant recipients, this criterion provides a mechanism to give fewer dollars to an organization that is not meeting the expectations outlined in support of the campaign.

Assessments will be based on the following key activities:

- Commitment to success of Special Gifts Division
- Encouragement of all staff members to contribute through an employee campaign
- Promotion of ArtsWave's annual community campaign by implementing recognition policies, promoting campaign in programs and promotional flyers, providing editorial support in organizational publications, curtain speeches, social media, etc.
- Participation in annual campaign activities (Sampler Weekends, kick-off, end of campaign celebration, phonathon, etc.).
- Recruitment of enthusiastic staff for presentations on behalf of the annual campaign.
- Provide Incentives for use in community-wide employee campaigns (tickets, gifts, etc.).

- 2-for-1 Fun Card benefit offer
- Provide information requested for campaign-related materials in a timely manner.
- Provide venues for campaign-related activities.
- Pro-active support of the overall goals of ArtsWave and the Community Campaign
- Maintain and support community focus on the campaign (mid-February through April) by refraining from any major significant new or additional fundraising plans
  - 1.) Making major new solicitations (this does not include the selling of advertisements)
  - 2.) Initiating membership campaigns
  - 3.) Holding special-event activities for fundraising purposes
  - 4.) Requesting payroll deductions for an employee campaign from any company except on behalf of ArtsWave
  - 5.) Soliciting that is intended to replace a previous or current ArtsWave commitment or contribution (i.e., encouraging an ArtsWave donor to contribute to an individual organization instead of the Community Campaign).

Failing to abide by the aforementioned guidelines may have a negative impact on the success of the community campaign and result in less support for the entire arts community.

## **PARTNER RECOGNITION PROGRAM:**

### **Purpose & Outcomes:**

- Provide a streamlined program that is easy to administer for the arts organizations and for the Partner Companies (companies who contribute \$100,000+ to the ArtsWave Community Campaign via corporate and/or employee contributions).
- Provide visible benefits for the largest ArtsWave partners and their employees, allowing them to see the benefit of their support.
- Increase the amount of money raised by the partner companies, and build strong ties with your organization by providing benefits.

### **Requested Recognition and incentives for Partner Companies:**

- List all Partners on your Web site where other major contributors are listed
- List all Partners in your annual report and program books
- List all Partners on signage in lobby area during major performances (one sign to be used throughout the season)
- Upon request by ArtsWave, provide a reasonable amount of performance or event tickets to ArtsWave for use in Partner Employee Campaigns
- Allow Partners to use space for company meetings/functions at a reduced rate
- If you choose to use a Partner logo, please check with ArtsWave to make sure it is current

### **Communication and Relationship with Partner Companies:**

ArtsWave will act as the sole communicator and relationship manager with the Partner Companies. However, we ask each organization to identify a point person to communicate to ArtsWave how Partner Companies will be recognized and to ensure the successful fulfillment of benefits.

This representative will also submit samples of the recognition to ArtsWave (Michelle Reeves) quarterly.

When recognizing/thanking Partners for their support, include “and their employees.” We suggest the following (with the current Partner listening below):

The **(name of arts org here)** acknowledges the thousands of individuals who generously participate in the ArtsWave Campaign at the following Partner Companies. Your support helps make our community vibrant and connects people all across our region through the arts. Thank you!

P&G  
GE Aviation  
Macy's  
Fifth Third Bank  
The Kroger Co.  
The Carol Ann and Ralph V. Haile, Jr./  
U.S. Bank Foundation  
Western & Southern Financial Group  
Duke Energy Corporation  
U.S. Bank  
The Cincinnati Insurance Companies

Toyota Motor Engineering &  
Manufacturing North America, Inc.  
Cincinnati Children's Hospital  
Medical Center  
PNC Bank  
American Financial Group and  
Related Entities  
Frisch's Restaurants  
Convergys Corporation  
Cincinnati Bell  
Ohio National Financial Services  
Enquirer Media



**AGREEMENT**  
**Major Grant Recipients**  
**over \$250,000**

Our signature below indicates that the \_\_\_\_\_ agrees to abide by the guidelines set forth in the attached recognition and fundraising policies, to the best of our ability. We understand that the ability for ArtsWave to make grants is dependent upon the success of the annual ArtsWave Community Campaign and recognize that marketing the importance of ArtsWave to our collective audiences is essential to our ongoing fundraising partnership.

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Board President Date

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Chief Professional Officer Date

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Artistic Director Date

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Development Director Date

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Marketing Director Date

This signed agreement needs to be submitted electronically to ArtsWave at [executiveoffice@TheArtsWave.org](mailto:executiveoffice@TheArtsWave.org) by August 15, 2012, in order to ensure receipt of your September 2012 monthly grant distribution.

Date