



How to credit the Indy Arts Council as a funder

Crediting the Indy Arts Council as a funding source is an important part of your grant agreement. It shows how public funding is used to support the arts community. Per the agreement, please include the following information in your promotional materials.

When used in materials with graphics (programs, ads, social media, website, etc.) please use the logo below.

CORRECT USE:

[DOWNLOAD THE FULL COLOR LOGO](#)



[DOWNLOAD THE WHITE LOGO](#)

(only use on graphics with a dark background)

When used in materials requiring text only (sponsor listings in programs, contributors lists, etc.), the text must include "Indy Arts Council".

When used in radio advertisements or electronic media, credit must be given to Indy Arts Council.

EXAMPLE:

"With support from Indy Arts Council."

Please remember that we are Indy Arts Council – NOT Indianapolis Arts Council, NOT Arts Council of Indianapolis, NOT Indiana Arts Council, NOT Indianapolis (or Indiana) Arts Commission, or any other variation.



Marketing and cross-promotion opportunities

We're excited to help amplify your work! Grantees are encouraged to take advantage of the following promotional opportunities provided by Indy Arts Council.

CAPTURE MOMENTS: Take photos and videos of your program or event for use in marketing and reporting.

SUBMIT YOUR EVENT: Add your event to the Indy Arts Council event calendar at indyarts.org/submit-an-event.

SOCIAL MEDIA: Tag @arts council lindy in posts on [Instagram](#), [Facebook](#), and [LinkedIn](#), and optionally [invite Indy Arts Council as a collaborator](#) on Instagram posts and reels.

SOCIAL MEDIA TOOLKIT: Visit socialpresskit.com/indyarts council for pre-approved logos, captions, and hashtags to make it easy to promote your event.

PROMOTION SUPPORT: We will share two stories and one post about your project and will feature it on our [Explore Indy Arts e-newsletter](#) when it's added to our event calendar.

FUNDING CREDIT AND MARKETING CHECKLIST:

- Add the correct Indy Arts Council funding acknowledgement logo and/or text to your promotional materials. **(required)**
- Submit your event to the Indy Arts Council [event calendar](#). **(required)**
- Use materials from the [Social Media Toolkit](#) to announce your award.
- Mention Indy Arts Council in any radio/audio/video spots.
- Tag @arts council lindy on social media posts (optional: invite the Arts Council as a collaborator for extra reach)
- Take photos and videos to document your project.
- Share at least one post or story about your event.
- Send materials or links to creynowksy@indyarts.org for potential cross-promotion.