



## How to credit the Indy Arts Council and the City of Indianapolis as a funder

**Crediting both the Indy Arts Council and the City of Indianapolis 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)

**The logo is made up of two parts:** the graphic element (pinwheel) and the text "With support from Indy Arts Council and the City of Indianapolis."

**When used in materials requiring text only** (sponsor listings in programs, contributors lists, etc.), the text must include both Indy Arts Council and the City of Indianapolis.

### **CORRECT USE:**

Indy Arts Council and the City of Indianapolis

**When used in radio advertisements or electronic media**, credit **MUST** be given to Indy Arts Council and the City of Indianapolis.

### **EXAMPLE:**

"With support from Indy Arts Council and the City of Indianapolis."

**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](https://indyarts.org/submit-an-event).

**SOCIAL MEDIA:** Tag @artscouncilindy 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/indyartscouncil](https://socialpresskit.com/indyartscouncil) 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 @artscouncilindy 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](mailto:creynowksy@indyarts.org) for potential cross-promotion.