

## Grassroots Grantee Marketing Quick Sheet

Grantees must acknowledge the support of the North Carolina Arts Council (NCAC), ACWSFC, and The ACGG as related to this grant award in all print, electronic, and in-person communications including playbills, brochures, newsletters, websites, and social media postings.

### Logo Use:

For promotional materials related to programming funded in part or in full by Artist Support Grantee funding, use the *logo lockup* provided in the marketing packet. Different versions are available for dark and light backgrounds.

### PROUD ARTIST SUPPORT GRANTEE

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North  
Carolina  
Arts  
Council

This includes:

- Printed materials for Artist Support Grantee programming.
- Webpages specifically for Artist Support Grantee programming.
- Social media posts for Artist Support Grantee programming.

For any other purposes, defer to *The ACGG's main logo*. This includes:

- The main page of your website if funders are listed.
- Acknowledgement on general funding pages.



### Credit line:

In addition to the logo lockup, grantees must acknowledge support for Artist Support Grants by including the funding credit line in all print and promotional materials related to the grant.

*This project was supported by the N.C. Arts Council, a Division of the Department of Natural and Cultural Resources, The Arts Council of Winston-Salem, and Forsyth County, and The Arts Council of Greater Greensboro.*

**Social media:**

Grantees that use social media are highly suggested to follow and tag all three organization's social media accounts.

- Facebook: <https://www.facebook.com/TheArtsCouncilof GreaterGreensboro/>
- Instagram: @theacgg-<https://www.instagram.com/theacgg/>
- LinkedIn: The Arts Council of Greater Greensboro - <https://www.linkedin.com/company/the-arts-council-of-greater-greensboro/>
- X (Formerly Twitter): @theacgg-<https://twitter.com/TheACGG>

**Events:**

When hosting events related to Artist Support Grantee programming, please acknowledge the North Carolina Arts Council (NCAC), ACWSFC, and The ACGG and the level of its support by placing the *logo lockup* on all printed materials.

As a request, please recognize the North Carolina Arts Council (NCAC), ACWSFC, and The ACGG in verbal communications.

**Additional notes:**

Please include Grants@theacgg.org and MKTG336@theacgg.org on your email list. We want to see all the amazing things you are doing!

Regularly submit calendar listings of all public programs to The ACGG's online calendar and allow The ACGG to list and promote art happenings in its external communications.

Please keep The ACGG staff informed about your Artist Support project activities. Please invite them to attend any performances, exhibitions, or other grant-related activities, whether virtual or in-person.