

## Community Elevation Marketing Quick Sheet

Community Elevation Grantee must acknowledge The Arts Council of Greater Greensboro, and the National Endowment for the Arts and the level of its support in all promotional, marketing, informational and/or event materials in compliance with the Grant Recognition Guidelines included in the contract.

### Logo Use:

For promotional materials related to programming funded in part or in full by Community Elevation Grant (CEG) funding, use the *logo lockup* provided in the marketing packet. Different versions are available for dark and light backgrounds.

### PROUD COMMUNITY ELEVATION GRANTEE

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This includes:

- Printed materials for CEG programming.
- Webpages specifically for CEG programming.
- Social media posts for CEG 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 CEG programming by including the funding credit line in all print and promotional materials related to the grant.

*This project was supported by Cone Health Foundation and The Arts Council of Greater Greensboro, with funding from the National Endowment for the Arts.*

**Social media:**

- For CEG programming, please place digital versions of the logo lockup social media promotional materials. Join our social media network and tag The Arts Council of Greater Greensboro.
- 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 CEG programming, please acknowledge Cone Health Foundation, The Arts Council of Greater Greensboro, and the National Endowment for the Arts by placing the *logo lockup* on all printed materials.

As a request, please recognize Cone Health Foundation, The Arts Council of Greater Greensboro, and the National Endowment for the Arts 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 CEG project activities. Please invite them to attend any performances, exhibitions, or other grant-related activities, whether virtual or in-person.