Festival Grant Program Marketing Quick Sheet

The grantee must acknowledge The Arts Council of Greater Greensboro, Guilford County, and The North Carolina Arts Council 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 Festival Grant Program funding, use the *logo lockup* provided in the marketing packet. Different versions are available for dark and light backgrounds.

A group of logos with text

Description automatically generated

This includes:

* Printed materials for Festival Grant programming.
* Webpages specifically for Festival Grant programming.
* Social media posts for Festival Grant 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.

A logo with text on it

Description automatically generated

Credit line:

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

*This project was supported by The Arts Council of Greater Greensboro, a division of the Designated County Partner, with funding from the North Carolina Arts Council and Guilford County.*

*This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.*

Social media:

* For Festival Grant 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/](https://www.facebook.com/TheArtsCouncilof%20GreaterGreensboro/)
* 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 Festival Grant programming, please acknowledge The Arts Council of Greater Greensboro, Guilford County, and The North Carolina Arts Council by placing the *logo lockup* on all printed materials.

As a request, please recognize The Arts Council of Greater Greensboro, Guilford County, and The North Carolina Arts Council 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 Festival Grant Program activities. Please invite them to attend any festivals or other grant-related activities.