
FY2021 ARP Performance and Event Grantee Handbook



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The purpose of this handbook is to outline the grantee expectations and requirements for the ARP Performance and Event Grantees in FY2021. By accepting funding, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

Grantee Responsibilities

By accepting this award, the Grantee is acknowledging they agree to uphold the terms and conditions outlined in the Grantee Handbook, including but not limited to:

- Agreeing to expend the entire grant amount for the purposes outlined in the original grant request.
- Agreeing to notify ArtsWave in writing of any changes to the objectives, methods, or timeline of the project for which grant funds have been awarded.
- Agreeing to participate in ArtsWave's "restart the arts" umbrella promotional campaign "BRING YOU," for all performance and event advertising and communications, including using campaign logo and credits.
- Agreeing to enter ALL event and performance information in artswave.org/guide so that the public can discover and re-discover your performance and event along with all of Cincinnati's arts experiences.
- Agreeing to appropriately credit and recognize ArtsWave and the City of Cincinnati for the performances and events for which grant funds have been awarded. This includes written and verbal mentions in press releases and media relations and BRING YOU campaign integration in all performance and event advertising.
- Ensuring the organization's constitution, bylaws, and/or practices do not discriminate against a person or group because of age, race, national origin, ethnicity, gender, disability, sexual orientation, political affiliation, or religious belief.

American Rescue Plan Acknowledgement & BRING YOU Marketing Campaign Guidelines

The American Rescue Plan funding you are receiving for performances and events and corresponding BRING YOU marketing campaign are made possible through ArtsWave and the generous support from the City of Cincinnati.

We ask grant recipients to acknowledge receipt of American Rescue Plan funds and to integrate BRING YOU marketing assets into their performance and event marketing so that the region is excited and engaged that live arts are back.

Advertising - Brandmark & BRING YOU Campaign Integration

The BRING YOU logo, brand assets and brand guidelines can be found at artswave.org/bringyou. These should be integrated in one or more forms in all advertising and graphic communications support that advertises and promotes your performance or event. That can be the frame around a photo, usage of the patterns and borders and/or inclusion of one or more of the BRING YOU logos.

Credit mention:

Please use one of the two statements in italicized typeface: *"This performance/event is made possible by American Rescue Plan funds from the City of Cincinnati, administered through ArtsWave."* If space is limited, please use the shortened statement as an alternative: *Support comes from ARP funds from the City of Cincinnati through ArtsWave."*

Print Recognition

Event Programs

The BRING YOU logo and/or brand assets should be integrated into the event program designs along with one of the two versions of the credit mention noted above.

Newspaper/Magazine Advertising

Any advertising for the funded performance/event should include integration of the BRING YOU Campaign assets in some form (see above) and one of the two credit mentions.

News Releases

News releases about the funded programming must include one of the above credit mentions.

Event Signage

If possible, we encourage you to integrate BRING YOU Campaign assets into your signage along with one of the two credit mentions.

Electronic Recognition

Broadcast Advertising

Include one of two credit mentions if possible.

Digital Advertising

Include BRING YOU Campaign assets in digital advertising for the funded event or performance if possible. Acknowledgement of ARP funding should be proportional to its share of support compared to other sources.

Social Media

Tag @ArtsWave and @CityOfCincy on all posts and shares about the funded event or performance and, when appropriate, use hashtags such as #BRINGYOU and #CincyArts. This will allow ArtsWave to find and share posts, thereby amplifying the reach and message.

Oral Recognition

In cases when there is no printed program, grant recipients can provide oral credit before each activity/event funded through this grant. This should be: "This performance/event is made possible by American Rescue Plan funds from the City of Cincinnati, administered through ArtsWave." If an announcement is not possible, grant recipients may place a sign at the entrance of the event, that integrates the BRING YOU Campaign and includes mention of the ARP funding.

If you have additional recognition related questions, please Zach Moning, Marketing & Communications Manager, at 513-632-0134 or zach.moning@artswave.org.

Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about the programming funded through this grant in a variety of channels. Grant recipients are asked to post all event and program listings on ArtsWave Guide at Guide.ArtsWave.org as appropriate. For assistance with uploading your programming into this platform, contact Zach Moning, Marketing & Communications Manager, at 513-632-0134 or zach.moning@artswave.org.

Grant Acceptance Contract

In addition to your award notification via Submittable, you will receive a contract from ArtsWave via email that needs to be signed and returned as soon as possible and prior to payment. The contract may be returned electronically to ray.gargano@artswave.org or mailed to Ray Gargano's attention at ArtsWave, 20 E. Central Parkway, Suite 200, Cincinnati, OH, 45202.

Grant Payment

A single grant payment by check will be issued upon receipt of the completed Grant contract.

Reporting

A Final Report will be due December 1, 2021 for Round 1 Grantees and December 1, 2022 for Round 2 Grantees. For Round 2, we recommend you complete your Final Report as soon as your performance or event is complete.

Grant recipients must then submit a Final Report via the Submittable grantee portal by the due date. Failure to submit your final report in a timely fashion may result in ineligibility for future funding from ArtsWave.

Additionally, by accepting this ARP grant, you agree to maintain all records related to this grant for no fewer than five years following December 31, 2022 and make available to ArtsWave, the City of Cincinnati, or other entity in case of an audit.

Additional Information

If you have additional questions regarding this document, your award, or the decision-making process used by the committee to determine your award, please feel free to contact Ray Gargano, Vice President of Community Investments, at ray.gargano@artswave.org or Lori Burkhardt, Grants Coordinator, at lori.burkhardt@artswave.org.