

CULTURE BLOCKS

a community partnership between



MARKETING AND COMMUNICATIONS GUIDELINES

FY18 Contractual Agreement for Culture Blocks Funding Recipients

FOUNDATION FOR THE AGREEMENT

Congratulations on earning funding from ASC's Culture Blocks. Culture Blocks is proud to be a sponsor to your organization's program. We require our funding recipients to recognize ASC's Culture Blocks program as a sponsor by using the Culture Blocks logo in marketing and communication materials as it relates to your program.

WHY THE GUIDELINES ARE IMPORTANT

Help us help you. By increasing public awareness of ASC's Culture Blocks program, the entire cultural community stands to benefit. The more the Culture Blocks logo is recognized, the more likely support and participation are gained for the cultural community.

IMPORTANT REMINDERS

Compliance to the guidelines is considered for subsequent requests for Culture Blocks funding.

- **CharlotteCultureGuide.com**

You are required to submit/post Culture Blocks-funded program(s) on CharlotteCultureGuide.com with a text free image. This information is used for ASC's website and in marketing materials.

- **Acknowledgment during welcoming remarks**

At the beginning of each Culture Blocks sponsored event, you are required to acknowledge Culture Blocks and its support:

This event is sponsored by Culture Blocks, a community partnership between ASC, Charlotte Mecklenburg Library and Mecklenburg County Park and Recreation to bring arts and cultural experiences closer to where residents live. Culture Blocks is funded by Mecklenburg County.

- **Culture Blocks Text Messaging Program**

You are required to encourage participants to opt-in to the Culture Blocks text messaging program by texting the word CULTURE to 797979. They will receive information about upcoming Culture Blocks activities happening in their area.

CULTURE BLOCKS LOGO GUIDELINES

It is required that Culture Blocks' logo and brand name appear as they are provided (without altering the design, wording or typeface), and they are used on the following:

- Advertising (print, electronic and outdoor)
- Brochures
- Direct mail (excludes solicitations) and postcards
- Event posters
- Flyers (print and electronic)
- Invitations (excludes fundraisers)
- Playbills and programs (including exhibition guides)
- Signage (banners, event posters, etc.)

LOGO PLACEMENT AND SIZE

ASC's Culture Blocks logo must always appear as shown. To maintain the brand standards of the ASC logo, it is recommended that the Culture Blocks logo appear no smaller than 3" wide.

USING CULTURE BLOCKS LOGO WITH YOUR OWN LOGO

When using Culture Blocks' logo with your own, Culture Blocks' logo must appear large enough to be easily read and recognized.

LOCATING CULTURE BLOCKS LOGO

High resolution .jpg files of the Culture Blocks logo is located at ArtsAndScience.org under the ['Resources For'](#) tab.

CREDITING LANGUAGE GUIDELINES

Unless specifically stated in your funding agreement, funding recipients are required to use the following crediting language if the use of the Culture Blocks logo is not practical:

(Event Name) is sponsored by Culture Blocks— a community partnership between ASC, Charlotte Mecklenburg Library and Mecklenburg County Park and Recreation to bring arts and cultural experiences closer to where residents live. Culture Blocks is funded by Mecklenburg County.

SOCIAL MEDIA

We encourage you to announce your Culture Blocks sponsored events through your social media channels. When posting/sharing on social media, please tag ASC: you can find us on Twitter and Instagram (@ASCCharlotte) and Facebook.com/ASCCharlotte. Use the hashtags #CultureBlocks and #CultureForAll.

PHOTO/VIDEO DISCLAIMER

If you are planning to take photos and or videos of guests during your Culture Blocks event, please print and post the [provided photo disclaimer](#) near the entrance and around the facility or room where the event is taking place.

EARNED MEDIA

If you are planning to reach out to members of the local media to cover your event, please notify Bernie Petit, ASC Communications Manager, first so he is aware and can provide PR counsel, if needed. Bernie can be reached at bernie.petit@artsandscience.org or 704-335-3055.