GRANTEE CREDIT AND PUBLICITY REQUIREMENTS

Congratulations on your Worcester Arts Council (WAC) grant! WAC is proud to support you and the creative work you're doing in Worcester.

As a WAC grant recipient, you are a vital part of raising visibility of the role that Local Cultural Council (LCC) grant funds play in Worcester's cultural community. Why is this important? Public funding for cultural programs is not automatic or guaranteed; it must be appropriated by the Legislature annually. Reminding our community about the source of this funding is critical to build and maintain support for local arts, humanities, and interpretive science projects through our State Legislature.

All WAC grant recipients must acknowledge the Worcester Arts Council & Mass Cultural Council (MCC), which provides our funding. There are three basic requirements to do this:

1. Use the WAC & MCC logos and credit statement (page 2)
2. Post your event to the DiscoverCentralMA.org event calendar (page 2)
3. Tag WAC & MCC and use our required hashtags on social media (page 3)

Full details on each requirement are outlined in the following pages. Beyond what's listed, any creative ways you can publicize how LCC grants support your work are welcome! Thank you for your help to make the importance of public funds for arts and culture through the LCC program more visible.

PROOF OF CREDIT

You are responsible for ensuring all credit and marketing guidelines provided by WAC and MCC are followed. You will be required to provide proof of credit when you submit your Project Evaluation.

Many of these requirements are established by the MCC. Failure to follow them could jeopardize funding. Find more info and additional guidance from the MCC at: tinyurl.com/MCCcredit.

QUESTIONS?

If you have questions or need clarification on any of the Grantee Credit & Marketing Requirements outlined here, please get in touch.

ArtsCouncil@WorcesterMA.gov

508.799.1400 x-31414

 @WorcesterArtsCouncil

 @WorcesterArtsCouncil

 @WorcArts

LOGO & CREDIT STATEMENT USAGE

In all marketing materials for activities supported by these grant funds, you must include WAC and MCC logos, and the credit statement. This includes, but is not limited to:

- Ads (Print & Digital)
- Brochures & Pamphlets
- Educational Materials
- Event Signs & Programs
- Newsletters
- Press Releases
- Social Media & Emails
- Videos
- Websites & Blogs

Grant recipients may NOT use WAC or MCC logos on surveys.

WAC & MCC logos can be downloaded in a variety of formats at worcesterma.gov/cultural-development/grants under "Grantee Resources." Find additional logo guidelines on page 4.

The credit statement is as follows (you can copy & paste): *This program is supported in part by a grant from the Worcester Arts Council, a local agency, which is supported by the Mass Cultural Council, a state agency.*

Advertising: Include the logos and credit statement in print ads that are 10 column inches or larger. Any ads, regardless of size, that credit a specific funding source must also credit WAC & MCC.

Online Materials: Digital assets should link to our websites whenever possible. Link the WAC logo to: worcesterma.gov/wac. Link the MCC logo to: massculturalcouncil.org.

Exhibitions & Performances: If there's no printed program, credit can be given with wall text or a placard at the entrance to the exhibit/performance space. WAC & MCC must be listed with other major sponsors in proportional order of the size of contribution.

Verbal Credit: When written credit is not possible (e.g. in the absence of printed and/or online materials), verbal credit must be given prior to performances.

Event Calendars: Grant-funded events open to the public must be submitted to the Discover Central Massachusetts online event calendar. To add your event, sign up for a free account or log in at DiscoverCentralMA.org/my-account.

When adding events to this and all event calendars, make sure to:
- Use our credit statement in your event description,
- Include #WACFunded and #PowerOfCulture in your event description, and
- When setting up your event on DiscoverCentralMA.org specifically, make sure to check the box marked "Request addition to the Worcester Cultural Coalition calendar."

SOCIAL MEDIA

According to community input gathered through our latest Funding Priorities Survey, the most common way people find out about local arts and cultural events in Worcester is on social media. Please share relevant content with us so we can repost and spread the word about your work or project!

In addition to following the logo/credit statement requirements in all social posts about your grant-funded project, tag both WAC & MCC, and include the required hashtags below.

WAC Social Accounts:

f @worcesterartscouncil

o @worcesterartscouncil

y @worcarts

MCC Social Accounts:

f @masscultural

o @masscultural

y @masscultural

Hashtags: Include these two required hashtags in all posts about your grant-funded project: #WACFunded #PowerOfCulture

Here are some additional optional hashtags you can also include:
#WorcesterArtsCouncil #MakeArtEverywhere #ArtsMatterHere #WorcesterArt #WorcesterArtist #WorcesterArtists #SupportLocalArtists #LocalArtists #LocalArtist #CreativeWorcester #Worcester #WorcesterMA #WorcesterMass #DiscoverCentralMA

WRITE OUR LEGISLATORS

As previously noted, public funding for arts and cultural programming is not guaranteed. One powerful way to acknowledge the importance of the Local Cultural Council program and the impact of the public funds you are receiving is to write to our Legislators.

While not required, we strongly encourage all WAC grant recipients to email or send a letter to our legislators to acknowledge the public support you have received from the Worcester Arts Council and the Mass Cultural Council today!

Find your legislators' contact info at: MAlegislature.gov/search/findmylegislator.

LOGO GUIDELINES

Follow these rules to protect the integrity of WAC and MCC marks. This will ensure they're easily recognizable and that they will look their best on your materials.

WAC Logo Guidelines

The full color logo is our preferred format. This version should be used whenever possible. In certain instances (e.g. when the logo colors blend into a background image, on dark backgrounds, or when it will appear in black & white), use the all-white or all-black logo accordingly. Download all WAC & MCC logo versions at: worcesterma.gov/cultural-development/grants under "Grantee Resources."

Full Color: For use over white backgrounds and some images

White: For use over darker backgrounds and some images

Black: For use over white backgrounds in black & white

WAC Logo Misuse

Here are some common examples of what NOT to do with the WAC logo:

NO rotating the logo in any way

NO changing secondary typeface

NO stretching/distorting proportions

NO monochromatic color versions

NO changing opacity

NO white bounding box

MCC Logo Guidelines

Follow the MCC logo guidelines at: tinyurl.com/MCClogo. (TIP: In general, when using the full color WAC logo, use the full color MCC logo; when using the white WAC logo, use the white MCC logo.)

Worcester Arts Council | 455 Main Street | Room 409 | Worcester, MA 01608