



Arts. Everywhere.

2016 COMMUNITY PARTNER TOOLKIT: PARTICIPATE, POP-UP, PROMOTE.

ARTOBER NASHVILLE IS MADE POSSIBLE THE GENEROSITY OF OUR SPONSORS



TO: Nashville Artists, Arts Groups, Arts Organizers & Business Owners

FROM: Rebecca Berrios, Director of Community Engagement & Shaina Strom, Community Engagement Specialist

To celebrate *National Arts and Humanities Month* every October, Metro Arts partners with NowPlayingNashville.com to present **Artober Nashville**, a campaign to promote awareness and participation in Nashville’s diverse arts and cultural community. Now in its 6th year, **Artober Nashville** is one of the largest celebrations of arts and culture in the South.

Artober Nashville offers free exposure for artists, art groups, and businesses to celebrate their work and show how a variety of creativity fuels Music City. Visitors can experience and participate in art events, performances and free family activities including exhibitions, poetry slams, art festivals, concerts, musicals, street art and plays.

We invite you to take part in **Artober Nashville**. Become a Community Partner in one or more of the following ways:

PARTICIPATE

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PARTICIPATE

PLAN YOUR ARTOBER NASHVILLE EVENT AND TELL US ABOUT IT!

Artober Nashville offers free exposure for **your** art and for the creative groups that fuel Music City. Want to plan an event that taps into Nashville’s creative ecosystem? Diverse, family-friendly arts events will be cross-marketed through our media sites to generate more awareness for you or your arts group.

Gain access to all Artober Nashville media announcements, e-newsletters, social media campaigns and other promotional offers. Register your Artober event to **NowPlayingNashville.com**, following [NowPlayingNashville.com's Event Submission Guidelines](#), and tag “ARTOBER” during registration.

- HOST an event! Offer special rates for patrons mentioning **Artober Nashville**.
- SUBMIT all of your arts-related October events on NowPlayingNashville.com
- TAG them as “**Artober Nashville**” in the primary category.
- ENGAGE with **Artober Nashville** on Social Media and tag #ArtoberNashville
- ATTEND Community Partner Meetings and learn more about the celebration.
- TALK about **Artober Nashville** at your board meetings, civic clubs, book clubs, etc.
- INVITE Metro Arts representatives as a guest speaker.

KEY MESSAGES TO ENCOURAGE PARTICIPATION IN ARTOBER NASHVILLE...

- Art is everywhere and for everyone. The goal of **Artober Nashville** is for all Nashvillians to experience the arts during this annual month-long celebration.
- **Artober Nashville** celebrates all arts, creative and cultural activities, including the visual and performing arts, music, craft, film. It also draws attention to local businesses that present arts activities (e.g. restaurants that curate art exhibitions).
- Individual artists, art groups and/or businesses are encouraged to engage with neighborhoods, schools and civic groups to create meaningful collaborations around Nashville.

POP-UP

FAST, FUN, TEMPORARY ART & COMMUNITY ART EXPERIENCES

We encourage artists and groups to organize and plan “pop-up” **Artober Nashville** activities – free, accessible temporary art and community arts experiences. If you are capable of demonstrating or presenting your art quickly and easily, in a safe and family-friendly way, consider creating an **Artober Nashville** pop-up. These fast, fun, one-time activities allow the public to experience the arts in unexpected ways and help ensure access to diverse arts activities. To discuss coordinating a pop-up activity, contact Metro Arts.

PROMOTE

ENGAGE IN A CROSS-PROMOTIONAL CAMPAIGN

COLLATERAL MATERIALS

- Distribute **Artober Nashville** buttons, stickers and informational cards to staff, docents and patrons.
- Develop your own **Artober Nashville** posters, postcards, and other print material following our Brand Use Guidelines. Place in high-traffic areas throughout your venue.
- Contact Shaina at shaina.strom@nashville.gov for **Artober Nashville** swag.

SOCIAL MEDIA CAMPAIGN

Help engage participation in **Artober Nashville** by connecting on social media and promoting the celebration on your organization's website or blog. In addition to supporting **Artober Nashville** we encourage you to connect and engage with artists, organizations and business that share a passion for the arts. Click on the links below to subscribe, follow, like and share!

YouTube

- Click the link above to subscribe to **ArtoberNashville** on YouTube
- Share videos with us so we can re-post!

Instagram

- Follow us at **@ArtoberNash**
- Tag photos of **Artober Nashville** events: **@ArtoberNash #ArtsNashville #ArtoberNashville**

Twitter

- Through professional and/or personal accounts follow **@ArtoberNash**
- Make posts encouraging followers to find and follow **@ArtoberNash**
- **Retweet** posts by **Artober Nashville** (RT @artobernash:)
- **Reply** to posts made by **Artober Nashville** (@artobernash)
- When making posts about **Artober Nashville** events include the hashtags: **#artsnashville #artobernashville** and the username, **@artobernash**
- Include **Artober Nashville @artobernash** in your Follow Friday posts (**#FF**)

Facebook

- Through professional and/or personal pages, **"like"** the **Artober Nashville** Facebook page
- Click **"Share"** link in left column to send page link to friends
- Post upcoming events of interest to you on the **Artober Nashville** wall to share with our followers
- When making posts about events on your own wall, tag **@Artober Nashville**
- Utilize the **#artsnashville** and **#artobernashville** hashtags on Facebook posts.
- Tag **@Artober Nashville** in photos from events you attend, and share them on our wall!
- **Like** and **comment** on posts about events you are interested and/or involved in. Share these events on your wall by clicking **"Share"** next to **"Comment"** link on posts.

WEBSITE & EMAIL MARKETING

- Prominently place the official Artober Nashville logo on your website and link to www.artobernashville.com. Web banner ads can also be provided at your request.
- Link directly to your **Artober Nashville** event listing(s) on www.artobernashville.com.
- Include links/click thrus to **Artober Nashville** social media channels
- Send special emails during the month of October to highlight **Artober Nashville** events
- Mention **Artober Nashville** in previously scheduled messages prior to and during the month of October
- Use **Artober Nashville** logo, photos and other visual aids to capture attention
- Develop dynamic headlines, concise copy and incorporate **Artober Nashville** key messages
- Use the **Artober Nashville** in your email auto signature during September and October:



CURTAIN SPEECHES

Curtain Speeches are a wonderful way to inform audiences about your participation in **Artober Nashville**. Encourage board members, local art advocates or Metro representative to utilize this sample script on behalf of your event.

SAMPLE SCRIPT:

[Organization] is proud to participate in **Artober Nashville** with this performance of [name of event].

Artober Nashville is a month-long celebration of arts and culture in our community, under the leadership of the Metro Nashville Arts Commission and in partnership with NowPlayingNashville.com.

The theme of **Artober Nashville** is Arts ... Everywhere.

Throughout the month of October, all types of organizations will highlight the depth and breadth of Nashville's arts and cultural activities including visual and performing arts, music, craft and film.

For a complete listing of official **Artober Nashville** events, please visit w-w-w dot **Artober Nashville** dot COM.

Thank you, and enjoy [today's/tonight's] performance.

END SAMPLE SCRIPT.

ARTOBER NASHVILLE BRAND USE GUIDELINES

Help us promote the **Artober Nashville** brand by applying consistency to its use.

Artober Nashville is a mark owned by Metro Arts and is used to refer to activities and events throughout the month of October that celebrate arts & cultural life in Nashville. Individuals, groups or organizations wishing to use the **Artober Nashville** logo and brand agree to subscribe to usage that protects the overall brand. Alternate uses should be discussed with Metro Arts.

- Please remember to use the correct syntax and capitalization of **Artober Nashville**.
- Use our logo September - October, in signage, digital engagement and print materials.

LABELING OR TAGGING YOUR EVENT

Events/pop-ups/performances/activities may use the following to recognize affiliation with the Arttober Nashville celebration in the following ways:

1. An **Artober Nashville** event (logo insert)
2. In partnership with **Artober Nashville** (logo insert)
3. (Organization/Business) celebrates **Artober Nashville** (logo insert)

ACKNOWLEDGING SPONSOR LOGOS

Artists and organization are encouraged to create and market their activities as part of **Artober Nashville**. Metro Arts realizes that this includes the solicitation of donors and sponsors for individual activities. We respectfully request that if the event is part of the overall **Artober Nashville** celebration that the main presenters/sponsors of **Artober Nashville** are also credited in your materials. Below is Dropbox link to the logo suite in black and white and full color, as well as sponsor logos. In most instances the attached logos are not the property of Metro Arts and therefore, we cannot condone any changes to or modification of sponsor logos. [Click here to access sponsor logos.](#)

CONTACT INFORMATION

METRO ARTS

- Shaina Strom, Community Engagement Specialist, shaina.strom@nashville.gov
- Rebecca Berrios, Director of Community Engagement, rebecca.berrios@nashville.gov

NOWPLAYINGNASHVILLE.COM

- Joe Pagetta, Director of Community Initiatives, jpagetta@cfmt.org