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Arts Midwest Touring Fund

Standards Manual

1. Introduction

Proper crediting of Arts Midwest Touring Fund and its funders is an essential part of your grant award. Arts Midwest encourages grantees to manage their grant effectively for the benefit of both your organization and the arts. Funding from this program is made possible by the National Endowment for the Arts, a federal agency.

This manual provides guidance on how to adhere to the credit requirements, tag the program in social media, and capture the project through photographic images and video.

Proper crediting and visibility is an essential part of this grant award and therefore, all grantees must ensure crediting and visibility for the benefit of your organization and this national program.

If you have questions or want us to review your materials before producing them, please email them to touringfund@artsmidwest.org. If you need to discuss the credit requirements, please contact Josh.

Thank you,
The Arts Midwest Touring Fund team

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2. Crediting requirements



LOGOS

Your organization is required to include both the National Endowment for the Arts and Arts Midwest logos in print and digital materials. You may download the logo lockup at <https://www.artsmidwest.org/programs/touringfund/granteetools>.

CREDIT LINE

Along with the logos, your organization must include the credit line in 10-point font size or greater.

It is important to insert your [state arts agency's](#) name in the credit line below.

This engagement is supported by the Arts Midwest Touring Fund, a program of Arts Midwest that is funded by the National Endowment for the Arts, with additional contributions from [your state arts agency] and the Crane Group.

Please use this credit line to give verbal recognition of the program prior to performances.

Placement of logo and credit line

Placement may vary, however should be positioned prominently for high visibility and distinct from other visual elements or other contributors.

Include the logos and credit line in the following:

- Season brochure, if produced after the notification date.
- Printed program (preferably on the title page)
- Posters
- Marketing materials
- Website
- Announcements and invitations

Arts Midwest approves the use of the logos only in the following:

- Postcards
- Items with limited space

FUNDERS LIST

When referring to this program on a funders list, please credit it as "Arts Midwest Touring Fund."

FINAL REPORT

You will be required to submit **a minimum of three examples of your organization's crediting** as a component of the Final Report. Be sure to print your online crediting examples while the page(s) are still live, so you can include them.

3. Social Media

Many participating organizations are posting on social media platforms and sharing images, videos, and stories about their programming. In order for us to track all that is happening and to hear and share your story from your organization's perspective, we ask that you tag us: **#artsmidwesttouringfund**.

4. Images

We encourage you to take photos of the performance(s) and community engagement activities. **This is highly recommended but not required.** We will accept a maximum of **10 top-quality JPG images** of your Arts Midwest Touring Fund-supported engagement (performances or community engagement activities).

PERMISSION AND USAGE

Before submitting your images, it is important to obtain permissions, licenses, and copyrights for these images. Your organization will give Arts Midwest permission to use the images for educational and promotional purposes, in print, and on websites. Review the Image Permission and Usage spreadsheet available online in the Tools for Grantees. If you submit images, you will be asked to upload this spreadsheet as part of your Final Report.