

## Marketing Packet

***Here is the list of FREE marketing assistance\* the CCA is prepared to offer recipients of Project Grants, Goldwasser funding, and producers of Rosemary Magee Creativity Conversations.***

1. Calendar listing on Arts at Emory, Emory University, and Atlanta event calendars (including Atlanta Planit, Creative Loafing, AJC/Access Atlanta, Atlanta Buzz, Atlanta Conventions and Visitor's Bureau, Atlanta Coalition for Performing Arts)
  - Necessary information:
    - Event title
    - Date and time
    - Location
    - Sponsoring entities
    - Event description
    - Image
    - Contact email
    - Ticket price (if applicable)
    - Ticketing or registration link (if applicable)
  - **Deadline ASAP, at least two months prior is preferred**
2. Inclusion in monthly Arts at Emory event email to over 10,000 subscribers
  - Necessary information
    - Same as calendar listing
  - **Deadline: the 15<sup>th</sup> of the month prior to month of event**
3. Dissemination of press release to Atlanta media contacts
  - Necessary information for a CCA-written release (for appropriate events only)
    - Same as calendar listing, plus...
    - Quotes from artists/producers about event
    - Artist bios and/or website
    - Sponsoring department's program mission statement (if applicable)
  - **Deadline: six weeks prior to event**
4. Inclusion in weekly event email to Atlanta media contacts
  - Necessary Information
    - Same as Calendar listing
  - **Deadline: three weeks prior to event**
5. Social Media marketing via @EmoryArts on Twitter, Instagram, & Facebook
  - Necessary info
    - Same as calendar listing
    - Link to Facebook event (we are happy to make this for you, just ask!)
    - Bonus things we'd love to have for social media: interesting related articles, photos from before and/or after the event, quotes from participants and audience members about the event
  - **Deadline: ASAP**

***\* For events with a marketing budget, the CCA is happy to make recommendations and assist with placing digital, print and radio ads.***

Please include one of the two following credit lines on any marketing and program materials:

**PROJECT GRANTS**

- *This program is supported in part with project grant funding from the Center for Creativity & Arts.*
- *Sponsored in part by the Center for Creativity and Arts*

**CREATIVITY CONVERSATIONS**

- *This program is supported in part with funding from the Rosemary Magee Creativity Conversation Endowment.*
- *Sponsored in part by the Rosemary Magee Creativity Conversation Endowment*

**GOLDWASSER**

- *This program is supported in part with funding from the David Goldwasser Series in Religion and Art.*
- *Sponsored in part by the David Goldwasser Series in Religion and Art*

**STIPE GRANTS**

- *This program is supported in part with funding from the Stipe Society of Creative Scholars.*
- *Sponsored in part by the Stipe Society of Creative Scholars*