



Artober 2012  
Community Partner  
Participation Kit:  
Participate, Pop-Up, Promote.



To celebrate *National Arts and Humanities Month* in October, Metro Arts has created **Artober Nashville**, an annual campaign to promote awareness and participation in Nashville's diverse arts and culture community. Arttober Nashville offers artists, arts groups, arts businesses and arts organizers the opportunity to celebrate their events for free. We invite you to take part in Arttober Nashville in one or more of the following ways:

**1. PARTICIPATE**—Professional performers and amateur artists, galleries, theatres, music clubs, multicultural events, festivals, songwriters' nights, craft demonstrations, and family arts activities are plentiful in our community. Have you planned to produce music, theater, visual art, film, dance, craft, fashion or literary arts in October 2011? If so, become a community partner by doing the following:

- a) Register as a community partner with Metro Arts on our web site at :  
<https://www.smartsheet.com/b/publish?EQBCT=585d178afbd84012a3359840ab53a2ec>
- b) Tag your October 2012 events as Arttober on [www.NowPlayingNashville.com](http://www.NowPlayingNashville.com). Through your participation we will offer you free exposure for your event as we show Nashville how a variety of creativity fuels our community.

[NowPlayingNashville.com](http://www.NowPlayingNashville.com) is an easy-to-use, free local calendar and information resource. Diverse, family-friendly arts activities are welcome to take advantage of the cross-marketing and wider promotional outreach of the campaign, and to generate more awareness for you or organization. (see addendum on submitting events as Arttober on NPN)

**2. POP-UP**—Artists and groups are invited to organize and plan "pop-up" Arttober 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 Arttober 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. Have an idea for a pop-up activity, but don't know where or how? Metro Arts can help! For more information contact Rebecca Berrios at Metro Arts at [rebecca.berrios@nashville.gov](mailto:rebecca.berrios@nashville.gov) or (615) 862-6737

**3. PROMOTE**—Engage in promoting participation in the arts during Arttober by sharing the excitement with your friends, coworkers, family, congregation, social group, and classmates! Search for "Artober Nashville" on Twitter and Facebook to join the celebration and share Arttober with your connections! As a registered community partner you will be given access to the **Artober Nashville** logo to enhance cross-marketing opportunities. See the attached list of ways you can help.

**Artober Contact Person:** Rebecca Berrios, Community Project Coordinator, Metro Arts  
[rebecca.berrios@nashville.gov](mailto:rebecca.berrios@nashville.gov), 615-862-6737.

### TIPS FOR HELPING TO PROMOTE ARTOBER

- Use Artober logo in materials from late September through October (Examples: e-newsletters, programs, advertising, programming announcements)

Artober Nashville logos may be downloaded from:

<http://www.artsnashville.org/artsuser/artober-branding-materials.zip>

Different versions of the official Artober logo, including horizontal and vertical orientations in color and black and white. In using this logo we ask that you:

- Do not stretch or distort the image.
- Do not change the colors.
- Do not cut out elements of the logo without permission from Metro Arts.
- Place Artober logo window cling decal on doors/windows and at the box office
- Develop your own Artober posters and place on easels in high-traffic areas throughout venue
- Include reference to Artober in all news media materials – calendar listings, news releases and media advisories
- Mention Artober during curtain speeches
- Consider an Artober promotion by offering group rates for those mentioning Artober at box office
- Engage in a cross-promotion campaign with Metro Arts/Artober on the web and through various social media platforms (Twitter, Facebook, Google +, YouTube) in the following ways:

#### **Twitter:**

- Through professional and/or personal accounts follow Artober Nashville Twitter account ([www.twitter.com/artobernash](http://www.twitter.com/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 following hashtags: #artobernashville #artober, and the username, @artobernash
- Include Artober Nashville in your Follow Friday posts (#FF)

**Facebook:**

- Through professional and/or personal pages, “like” the Artober Nashville Facebook page ([www.facebook.com/ArtoberNashville](http://www.facebook.com/ArtoberNashville))
- Click “Share” link in left column to send page link to friends
- 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.
- Post upcoming events of interest to you on the Artober Nashville wall to share with other Artober Nashville fans
- When making posts about events on your own wall, tag Artober Nashville in them (@Artober Nashville)
- Tag Artober Nashville (@Artober Nashville) in any photos you post from events you attended. Be sure to share photos on the Artober Nashville wall as well.

**Web:**

- Link directly to Artober’s [Facebook](#), [Twitter](#) and [Web](#) pages from your web site.
- Include the official Artober logo, which will be provided to organizations who register events either via [nowplayingnashville](#) or through the pop-up event form.
- Explain what Artober is with the following key points:
  - Artober Nashville is a month-long celebration of arts and culture in Nashville, designed to inform and inspire the community’s awareness of and participation in the array of activities in the month of October.
  - The goal of Artober Nashville is for every Nashvillian to experience the arts during the month-long celebration and make this an annual event.
  - Artober Nashville is being conducted in October; National Arts and Humanities Month as designating by Americans for the Arts and the National Endowment for the Arts.