**PARTICIPATING BUSINESS**

**INFORMATION SHEET**

**STEP 1**

**LIKE US ON SOCIAL MEDIA**

Heights Arts has included links to your social media on your fundraising page. If you use social media and haven’t already, please:

[Like and follow us on Facebook](https://www.facebook.com/HeightsArts) - https://www.facebook.com/HeightsArts

[Follow us on Twitter](https://twitter.com/HeightsArts) - https://twitter.com/HeightsArts

[Follow us on Instagram](https://www.instagram.com/heightsarts/) - https://www.instagram.com/heightsarts

Once you have liked us on Facebook, we will invite you to be a co-host of our HE**ART** in the Heights event, which you can then share with your followers.

**STEP 2**

**PREPARE YOUR PROMOTIONAL POSTS AND EMAILS**

If you are able, please prepare a few weekly posts on your social media channels to engage your followers. You can find some suggestions for wording at the end of this sheet that you can modify to fit your needs. We suggest you post 2 to 4 times a week and report on the donation progress. We will do the same on our channels. You can use information from our Press Release and add your own text relevant to your business and customers.

**TAGS** please use the following tags when posting, along with any unique to your business.

@heightsarts

#heartintheheights

#heightsarts

**Share our** [**Facbook event**](https://fb.me/e/6PejfMaMv) https://fb.me/e/6PejfMaMv (please do not create your own to avoid confusion. We can make you a co-host of our event once you complete step 1)

**Share our** [**website event**](https://www.heightsarts.org/events-item/heart-in-the-heights/)https://www.heightsarts.org/events-item/heart-in-the-heights/

**STEP 3**

**EDUCATE YOUR STAFF ABOUT PROMOTINGTHE PROGRAM**

Decide what works for you. Display the poster in a prominent location. Ask your customers if they would like to donate when making a purchase. Provide your unique information card **with every purchase**, or, if you are a restaurant, **include it with the check**.

You can also encourage customers to sign up by scanning the QR code on location.

Remember – if your employees are informed about the program, they can help you reach your goal!

**STEP 4**

**PARTICIPATION TIMELINE**

|  |  |  |
| --- | --- | --- |
| **WEEK OF** | **HEIGHTS ARTS** | **PARTICIPATING BUSINESS** |
| **6/20/22-****6/30/22**  | 13,000 cards mailed to residents in 3 mile radiusPress release is sent to local mediaYou will receive your printed promotional materials:* a poster to display on-site
* your own, individualized rack cards to give away to your customers and patrons
* a sidewalk decal we will install outside your business for passers-by to see
* extra mailers

Heights Arts will promote Heart in the Heights in the Zagara’s foyer on July 3rdAd in Heights Observer ENews | Prepare social media posts or emails to notify your customers about the rafflePost two to four times on your social media channels, tag Heights Arts and use hash-tags provided aboveLike Heights Arts on social media using the links aboveAccept our request to co-host our Heart in the Heights event. |
| **7/1/2022-****7/10/2022** | Heights Arts will promote Heart in the Heights to visitors at the Cain Park Arts Festival on July 8,9, and 10.Ad in Heights Observer ENewsPrint ad in Heights ObserverBusiness features on social media | Post two to four times on your social media channels, tag Heights Arts and use hash-tags provided aboveCreate your own team fundraiser for your page (pending a technology issue being resolved by the company). We will notify you with instructions |
| **7/11/2022-****7/17/2022** | Ad in Heights Observer ENewsBusiness features on social media | Post two to four times on your social media channels, tag Heights Arts and use hash-tags provided above |
| **7/18/2022-****7/24/22** | Ad in Heights Observer ENewsBusiness features on social media | Post two to four times on your social media channels, tag Heights Arts and use hash-tags provided  |
| **7/25/2022-7/31/2022** | Ad in Heights Observer ENewsBusiness features on social media | This is the last week of heART in the Heights!Engage your customers to get them excited about helping you achieve or even exceed your goal! |
| **8/7/2022** | **7pm** Raffle Winners will be announced LIVE from Heights Arts! We will provide a link to the event as that date draws near. | Help get the word out for your customers to view the live drawing. |

**PUBLIC PROGRAM INFORMATION:**

**Press Release**

<https://www.heightsarts.org/heart-in-the-heights/heights-arts-presents-heart-in-the-heights/>

**Official HEART in the Heights Page**

 <https://www.heightsarts.org/heartintheheights/>

**LOGO FILES and COLOR PALETTE:**

**Style Sheet**

**TEAL**

CMYK: 76c 15m 19y 0k

RGB:  12r 165g 194b

HEX: 0CA5C2

**PURPLE**

CMYK: 54c 98m 0y 0k

RGB:  139r 44g 145b

HEX: 8B2C91

**RED**

CMYK: 11c 100m 100y 3k

RGB:  210r 32g 38b

HEX: D22026

**HEART IN THE HEIGHTS LOGOS**

**LOGO JPG (Square):**

<https://www.heightsarts.org/wp-content/uploads/2022/04/HA-HeartLogo-RGB.jpg>

**LOGO JPG (Square):**

<https://www.heightsarts.org/wp-content/uploads/2022/04/HA-HeartLogo-RGB-Sq-300x300.jpg>

**LOGO PNG :**

<https://www.heightsarts.org/wp-content/uploads/2022/04/HA-HeartLogo-RGB.png>

**LOGO PNG (Square):**

<https://www.heightsarts.org/wp-content/uploads/2022/04/HA-HeartLogo-RGB-Sq.png>

**Small Business supports ARTS LOGO**

**PNG**

<https://www.heightsarts.org/wp-content/uploads/2022/06/Business-Supports-Arts-logo.png>

<https://www.heightsarts.org/wp-content/uploads/2022/06/Large-Business-Supports-Arts-logo.png>

<https://www.heightsarts.org/wp-content/uploads/2022/06/HA-SmallBusSupportsGraphic.png>

**JPG**

<https://www.heightsarts.org/wp-content/uploads/2022/06/HA-SmallBusSupportsGraphic.jpg>

<https://www.heightsarts.org/wp-content/uploads/2022/06/HA-SmallBusSupportsGraphic_LoRes.jpg>