

HEART in the Heights

2024 PARTICIPATING BUSINESS INFORMATION SHEET

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 HEART in the Heights event, which you can then share with your followers.

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. Suggestions for wording are at the end of this sheet which you can modify to fit your needs.

We suggest you post one to two 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 [Facebook 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 like us on Facebook)

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

EDUCATE YOUR STAFF ABOUT PROMOTING THE PROGRAM

Display the HEART in the Heights 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!

HEIGHTS ARTS

PARTICIPATION TIMELINE

WEEK	HEIGHTS ARTS	PARTICIPATING BUSINESS PROMOTION SUGGESTIONS
6/30-7/7	<p>13,000 cards mailed to residents in 3-mile radius</p> <p>Press release is sent to local media</p> <p>Heights Arts will distribute promo materials to businesses:</p> <ul style="list-style-type: none"> • Poster to display on-site • Your own, individualized rack cards to give away to your customers and patrons • Sidewalk decal we will install outside your business for passers-by to see • Extra mailers <p>Ad in Heights Observer ENews</p>	<p>Prepare social media posts or emails to notify your customers about the raffle</p> <p>Post one to two times on your social media channels, tag Heights Arts and use hashtags provided above</p> <p>Like Heights Arts on social media using the links above</p> <p>Accept our request to co-host our Heart in the Heights event</p>
7/8 – 7/14	<p>Heights Arts will promote HEART in the Heights at community events including Cain Park Festival</p> <p>Ad in Heights Observer ENews</p> <p>Print ad in Heights Observer</p> <p>Business features on social media</p>	<p>Post one to two times on your social media channels, tag Heights Arts and use hashtags provided above</p> <p>Create your own team fundraiser for your page. Contact us for more information.</p>
7/15-7/21	<p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>Post one to two times on your social media channels, tag Heights Arts and use hashtags provided above</p>
7/22-7/28	<p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>Post one to two times on your social media channels, tag Heights Arts and use hashtags provided</p>
7/29 – 7/31	<p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>This is the last week of HEART in the Heights!</p> <p>Engage your customers to get them excited about helping you achieve or even exceed your goal!</p>
8/11	<p>Raffle Winners will be announced LIVE 6:00-8:00pm from Heights Arts!</p> <p>We will provide a link to the event as that date draws near.</p>	<p>Help get the word out for your customers to view the live drawing.</p>

HEIGHTSARTS

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

Heights Arts – *connecting arts and community*

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