

HEART in the Heights

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 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.

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

1. **Share our Facebook event.** Please do not create your own to avoid confusion. We can make you a co-host of our event once you complete Step 1.
2. **Share our official [web page](https://www.heightsarts.org/heartintheheights/):** <https://www.heightsarts.org/heartintheheights/>

STEP 3

EDUCATE YOUR STAFF ABOUT PROMOTING THE PROGRAM

Decide what works for you. We will provide you with "Ask me about HEART in the Heights" buttons your staff can wear. Display the raffle information 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

STEP 4 PARTICIPATION TIMELINE

WEEK OF	HEIGHTS ARTS	PARTICIPATING BUSINESS
6/25/23-7/1/23	<p>Press release is sent to local media</p> <p>You will receive your printed promotional materials:</p> <ul style="list-style-type: none"> • Rack cards to give away to your customers and patrons • Magnetic Buttons <p>Social Media Posting</p> <p>Ad in Heights Observer ENews</p> <p>Print ad in the Heights Observer</p>	<p>Prepare social media posts or emails to notify your customers about the raffle</p> <p>Post on your social media channels, tag Heights Arts and use hash-tags 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>
7/2/2023-7/8/2023	<p>Heights Arts will promote Heart in the Heights to visitors at the Cain Park Arts Festival on July 7,8, and 9.</p> <p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>Post on your social media channels, tag Heights Arts and use hash-tags provided above</p> <p>Replenish and display print materials as needed in your physical location.</p>
7/9/2023-7/15/2023	<p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>Post on your social media channels, tag Heights Arts and use hash-tags provided above</p>
7/16/2023-7/22/23	<p>Ad in Heights Observer ENews</p> <p>Business features on social media</p>	<p>Post on your social media channels, tag Heights Arts and use hash-tags provided</p>
7/23/2023-7/29/2023	<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>
8/2/2023-8/18/2023	<p>Raffle Package winners announced daily on weekdays leading up to the raffle</p>	
8/20/2023	<p>7pm Raffle Winners will be announced LIVE 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>

PUBLIC PROGRAM INFORMATION:

Press Release: <https://www.heightsarts.org/wp-content/uploads/2023/07/2023-Heart-in-the-Heights-Press-Release.pdf>

HEIGHTSARTS

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

SUGGESTED LANGUAGE FOR PROMOTION

What is HEART in the Heights?

HEART in the Heights is a local business raffle to support the arts and your favorite local business during the month of July. Over sixty-eight Cleveland-based businesses have pledged to help raise funds for local arts nonprofit Heights Arts by donating, sponsoring, and participating in the event. Participating businesses have contributed raffle items, gift cards, or services valued at \$50 or more, and will be inviting customers and patrons to purchase raffle tickets to win the items.

What Can I Win?

Win fabulous packages and wonderful prizes from participating businesses! The Heights Arts board and Cleveland Heights city council members have also contributed a total of \$2,000 to create an \$800 grand prize and three \$400 value prizes for four winners.

How Do I Enter?

Raffle ticket buyers can show their support for their favorite businesses and Heights Arts by helping them meet their fundraising goals. Raffle tickets are \$5 per entry or 5 entries for \$20. (\$40 will also earn you 10 entries and a free Heart in the Heights T-shirt!) Tickets can be purchased by scanning a QR code on-site at each participating business, or by selecting the raffle item from the Heights Arts' website at www.heightsarts.org/heartintheheights.

Who Benefits?

All HEART in the Heights proceeds will support Heights Arts' literary, musical, public art, and visual arts programming. Grand prize dollars will go back to many of the participating businesses.

How Will Winners Be Notified?

Winners of package prizes will be announced throughout the month of August. The Grand Prize recipient – as well as winners of prizes from individually participating businesses – will be announced live from Heights Arts on **August 20, 2023**.