

USING THE PARTNERSHIP MOVEMENT AD CAMPAIGN

A guide for arts groups for placing pARTnership Movement ads in local media, social media, and more

**INSPIRED PEOPLE
BRING
CREATIVITY TO WORK**

Segment Color	Percentage
Dark Blue	24%
Light Blue	6%
Red	11%
Orange	4%
Dark Green	13%
Light Green	8%
Yellow	4%
Light Blue	8%
Dark Blue	14%
Red	7%

the PARTNERSHIP movement

When businesses partner with local arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who come to work every day.

Join the PARTNERSHIP MOVEMENT today.
And see how partnering with the Arts is good business.

partnershipmovement.org

INSPIRED PEOPLE BRING CREATIVITY TO WORK

The pARTnership Movement is a campaign from [Americans for the Arts](#) designed to reach business leaders with the message that partnering with the arts can build their competitive advantage. In order to encourage businesses to form pARTnerships, we need to communicate to them that the arts are ready and willing to partner. In order to market ourselves as such, Americans for the Arts created the pARTnership Movement ad campaign.



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WHAT ARE THE PARTNERSHIP MOVEMENT ADS?

When we started the pARTnership Movement in 2012, we created a series of print and web ads as a strategy to inform business leaders that partnering with the arts builds their competitive advantage. The tagline, “Inspired people bring creativity to work,” is used by Americans for the Arts on a national scale.

WE ENCOURAGE ALL ARTS GROUPS TO TAKE THESE ADS AND SHARE THEM TO STIMULATE PARTNERSHIPS AND FOSTER ENGAGEMENT BETWEEN THE ARTS AND BUSINESS COMMUNITIES AROUND THE COUNTRY.



The ads are used to spark conversations with local businesses about how arts partnerships are being used as a key way to enhance critical thinking and creativity in the corporate workforce and to help businesses achieve goals that include recruitment, retention, and team building. In addition to highlighting that the most innovative workers are creative ones, the ads also point out that there is an artist in each and every one of us.

Meet Bill, the Shakespeare of Litigation...

MEET BILL,
THE SHAKESPEARE OF LITIGATION

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AMERICANS for the **ARTS**

MEET HAZEL,
THE COLTRANE OF CHEMISTRY

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AMERICANS for the **ARTS**

...and Hazel, the Coltrane of Chemistry...

MEET MIKE,
THE PICASSO OF ACCOUNTING

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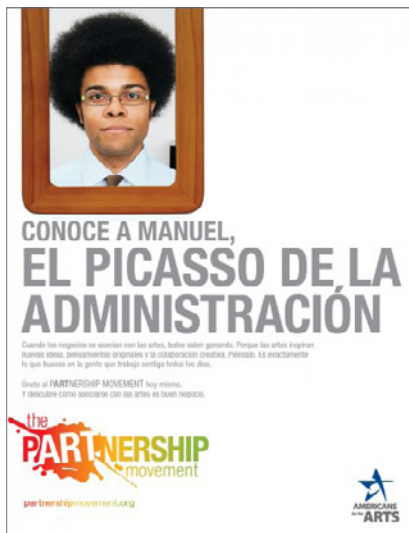
AMERICANS for the **ARTS**

...and we can't forget Mike, the Picasso of Accounting.



HOW TO ACCESS AND USE THE ADS

- You can download the ads [here](#) or [contact us](#) for further information.
- By request, we also have Spanish language versions available.
- In the versions available, we have made it easy to add your organization's logo. *However, by using the ads you agree not to remove either the pARTnership Movement logo or the Americans for the Arts logo. These materials cannot be changed or altered without the consent of Americans for the Arts.*



Spanish language versions of the pARTnership Movement ads.

WHAT DOES THE DOWNLOAD INCLUDE?

- Fonts: The kit includes both color and black and white downloads of the fonts used in the ads.
- Print and web: The files are useable for both print and web versions of the ads.
- File types: Each ad comes in two versions, including a pdf file and an InDesign file.
- Color: Each version of the ad comes in both black and white and color options.
- Sizes: The download kit contains multiple sizes and orientations of each of the ads above, including:
 - Full page
 - Horizontal half page
 - Horizontal one third page
 - Horizontal two thirds page
 - Quarter page
 - Vertical half page
 - Vertical one third page
 - Vertical two thirds page

WAYS TO SHARE THE ADS

With community partners:

- Partner with local business journals and associations to place the ads. You can look for local publications through [The Business Journals](#) and [The Alliance of Area Business Publishers](#) websites.
- Ask your local newspaper to be a partner and run the ads in their business section.
- Ask your board members and business partners to advertise their support for the arts by placing ads in company newsletters, website, intranet, employee newsletter, social media, etc.

Encourage Businesses to Share the Ads

The pARTnership Movement ads are also an easy way for businesses to show their support of the arts. Businesses can place their own logos alongside the Americans for the Arts logo and the pARTnership Movement logo or share them on their own communications channels.

By explaining to businesses the value that comes from promoting their support of the arts, you can build a mutually beneficial relationship that extends beyond the traditional donation ask.

The pARTnership Movement ads can help businesses:

- Recruit creative talent by sending a message to future employees that the business supports a creative culture.
- Communicate to current employees about the company's support for the arts and/or the value the business places on creativity and innovation.
- Reach new customers by appealing to people who appreciate the arts.
- Enhance their brand by encouraging people to think of the company as an asset to the community's culture.

Here are some ways that businesses can use the ads:

- Place the ads with their logo in local business journals, newspapers, or magazines.
- Feature ads on a company website (e.g. career page, community engagement pages, etc.) or intranet site.
- Include the ads on social media. Sharing the ads on LinkedIn is a great way to recruit creative employees!
- Display the ads in newsletters, annual reports, and presentations for shareholders.
- Brand internal and community arts events with the ads. Include them in event signage, invitations, program books, etc.

For more ways that supporting the arts helps businesses, check out the pARTnership Movement's [8 reasons to partner with the arts](#).



BY DOING THIS, THE COMPANIES NOT ONLY ADVERTISE THEIR SUPPORT OF THE ARTS COMMUNITY BUT ALSO DEMONSTRATE THE VALUE OF THE ARTS AND CREATIVITY TO THEIR EMPLOYEES.

Through your own channels:

- Place the ads on your website, both as a way to affirm your commitment to arts and business partnerships and to advertise to businesses your willingness to partner.
- Post the ads on social media and consider using them as your Facebook and/or Twitter banners.
- Post the ads in your e-blasts and e-newsletters.
- Use the ads as a visual component in your correspondence to businesses, in both letters and e-mails.
- Place the ads in an organizational magazines or publications that you print and send out to the community.
- Brand your arts and business events with the ads and include them in the signage invitations etc.
- Include the ads in presentations to board members and stakeholders in community meetings or in presentations to business leaders at your local chamber of commerce.

THE ADS ON A NATIONAL SCALE

- Want to share a dynamic version of the ads? Share our [pARTnership Movement](#) video on your website or in your newsletter. The ad played on MTV's megatron in Time Square when the pARTnership Movement launched in 2012. [Watch a video](#) of the ad playing in Times Square.



- The March 25, 2013 issue of Forbes Magazine included our pARTnership Movement ad featuring Mike, The Picasso of Accounting alongside the 1,426 people listed as one of Forbes Billionaires.

THE DEFINITIVE GUIDE TO THE RICHEST PEOPLE ON EARTH
SPECIAL ISSUE

Forbes

MIKHAIL PROKHOROV
JAY-Z'S PARTNER MIGHT BE PUTIN'S SUCCESSOR

MEET THE THRILLIONAIRE
GOPRO'S NICK WOODMAN

VIETNAM'S FIRST BILLIONAIRE
AND THE TRIUMPH OF CAPITALISM

210
NEW BILLIONAIRES

138
WOMEN

5.4
TRILLION DOLLARS

BILLIONAIRES

THE NAMES, THE NUMBERS AND THE STORIES BEHIND THE 1,426 PEOPLE WHO CONTROL THE WORLD

MEET MIKE, THE PICASSO OF ACCOUNTING

When businesses partner with the arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who work with you every day.

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the PARTNERSHIP movement partnershipmovement.org AMERICANS IN THE ARTS

MORE WAYS TO PROMOTE ARTS AND BUSINESS PARTNERSHIPS

In addition to the ads, there are many other ways to promote arts and business partnerships and encourage collaborations. Check out our [Let's Get StARTed](#) tool-kit for ideas on placing articles and op-eds, getting the word out through social media, building strategic alliances, and planning arts and business gatherings in your community.

You can also read our tool-kits on [Building pARTnerships On Your Own](#) and using [Business Speak](#) to communicate with the business community.

Also visit the pARTnership Movement and read our [essay series](#), based on the [8 reasons to partner with the arts](#).

For more information email privatesector@artsusa.org or visit www.partnershipmovement.org/for-arts-groups/.

THESE CASE STUDIES PROFILE SUCCESSFUL BUSINESS-ARTS PARTNERSHIPS FROM ACROSS THE NATION AND THE BENEFITS TO THOSE BUSINESSES BY WAY OF ENGAGING EMPLOYEES, ENHANCING THEIR BRAND, AND BUILDING VIBRANT COMMUNITIES.

