



***The Arts. Ask for More.* National Arts Education Public Awareness Campaign Join/Renew As an Official Campaign Partner Today!**

The Arts. Ask for More. This highly successful Public Service Awareness Campaign needs you! New print campaign ads are scheduled for release this summer! Ads can be locally customized! Our enhanced arts education website will arm parents with even more tools on how to advocate for more arts education in and out of schools!

What Are My Benefits as an Official Campaign Partner?

1. More visibility for your organization!
2. New television, radio, print, and internet ads that can run in national, state and local media outlets that promote the importance of arts education.
3. Americans for the Arts in partnership with the Ad Council and the NAMM Foundation, will distribute the ads to all U.S. media markets including yours.
4. Portions of the website and one of the print ads are available in Spanish language, including the "10 Simple Ways."
5. Based on partnership levels, ads are localizable to include names of outreach partners' for appropriate media markets.
6. Ads that direct parents to Americans for the Arts' website at www.AmericansForTheArts.org where they'll find enhanced arts education advocacy tools and contact information for your organization.
7. Web button to link to our special arts education campaign site, where we'll have a comprehensive tool kit available.
8. Two partner levels available (see Partnership Pledge Forms).
9. Campaign ads are authorized for use through May 2010.

What Are My Responsibilities As a Campaign Partner?

- Fax back your partnership pledge form today!
- Begin by running the print ads in your own organization's newsletter.
- If you qualify for localization of the ads (see partnership details attached), you can add your logo and contact information to print ads that will run in your media market.
- Help promote the ads by pitching them to your own local media contacts (media lists are available to partners on the PSA website).

The Arts. Ask for More. It's already a success!

Launched in 2002, this campaign:

- Earned more than \$150 million in donated media over a six-year period!
- Garnered participation from over 400 local and statewide outreach partners nationwide!
- *The Arts. Ask for More.* ads consistently ranked in the top 10 of all current Ad Council campaigns for four years!

What Exactly is *The Arts. Ask for More*?

This is a national Public Service Awareness campaign that seeks to empower parents and caretakers to champion arts education for children both in and out of schools by providing them simple tools and support. A list of "10 Simple Ways" that parents can get involved is featured on our website. For more information, please visit:

AmericansForTheArts.org/public_awareness/campaign_info

Note to Existing Partners

If you renewed your Official Partnership in 2005, 2006, or 2007, your partnership is automatically renewed for 2008-2009 and the entire length of the second phase of the campaign. If you were a partner for the first phase of the campaign your partnership is automatically renewed for the second phase at the Basic or General level.



Official 2009 National Arts Education Public Awareness Campaign
PSA Partnership Levels

Core Benefits: Partnership levels begin with the following “core benefits.” Additional benefits will increase according to partnership levels--

- Americans for the Arts will provide you with a “*The Arts. Ask for More.*” Web button to link to our PSA site, where we have developed a comprehensive toolkit for promoting arts education.
- Americans for the Arts will give you access to digital or camera-ready print ads that can be customized by adding your organization’s logo to the ad. These ads can be used in newspapers and magazines in your community as well as in your own publications. *(Available for Basic level only. See General Partnership section for specific benefits for that level).*
- Participate in Americans for the Arts’ public relations efforts in targeted media markets with the potential for local stories and interest and the announcement of your organization’s official partnership.
- Featured listing as an Official Campaign Partner on Americans for the Arts’ campaign website with a hotlink back to your organization’s website. We anticipate 100,000 new visitors to our website resulting from this campaign.
- Use of official campaign logo “*The Arts. Ask for More.*” for local partner use.
- Access to Ad Council database listing all print, radio, and television media where campaign has been distributed in your community.

BASIC Level Partnership (Print, Web)

Fees: Free (Must be an Americans for the Arts member)

Eligibility:

Americans for the Arts member representing local, state, and national arts organizations, education groups, and civic groups

Benefits: All core benefits (see Core Benefits section above for details)

Requirements:

- Complete Official Partnership Pledge Form agreeing to help promote the campaign and conduct local media outreach to run your customized print ads as frequently as possible and/or secure placement in other media vehicles, including your own newsletters.
- Add “*The Arts. Ask for More.*” public awareness campaign button to your website and create a link to the Americans for the Arts website.
- Run an article in your publications and on your website about the “*The Arts. Ask for More.*” Campaign featuring your organization as a partner. Americans for the Arts can provide you materials for the article in needed.

GENERAL Level Partnership (Newsletters, Web)

Fees: Free

Eligibility: Local, state, and national arts organizations, education groups, and civic groups

Benefits: Most core benefits (see Core Benefits section above for details) *plus* the following:

- Americans for the Arts will give you access to digital or camera-ready print ads that can be customized by adding your organization’s logo to the ad. These ads can only be used in your own newsletters and publications, *not* in newspapers or other public media.

Requirements:

- See *Basic Level Partnership requirements above.*



Partnership Pledge Form – Official 2009 National Arts Education Public Awareness Campaign

Fax Back Pledge Form

Fax: 202-371-0424 (Attn: Ben Burdick)

Yes!

My organization will participate as an official partner in “The Arts. Ask for More.” national arts education public awareness campaign of Americans for the Arts, the NAMM Foundation, and the Ad Council. By serving as an Official Partner, we agree to help promote “The Arts. Ask for More.” campaign in our community and to conduct local media outreach to help secure donated media to run the ads.

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

CONTACT _____

PHONE _____

FAX _____

EMAIL _____

WEBSITE _____

AMERICANS FOR THE ARTS MEMBER: _____ YES _____ NO

ARE YOU RENEWING YOUR CAMPAIGN PARTNERSHIP? _____ YES

Partnership Level *(Only free-level partnerships available at this time)*

Basic (all print, web) _____ Free (Americans for the Arts Member)

General (newsletter, web) _____ Free

TYPE OF ORGANIZATION: *(please check one)*

- Local Arts Agency (includes united arts funds) _____
- Local Arts Organization or Arts Center _____
- State Arts Agency _____
- Statewide Assembly of Local Arts Agencies _____
- State Arts Advocacy Organization _____
- State Arts Education Organization _____
- Regional Organization _____
- National Organization _____
- Other: _____

SIGNATURE _____ **DATE** _____

QUESTIONS: Please contact Ben Burdick at 202.371.2830 or email bburdick@artsusa.org.