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

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*The Arts. Ask for More.* This highly successful Public Service Awareness Campaign needs you! New television and radio campaign ads have been released for 2008! 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. Brand new television, radio, print, billboard, 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](http://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. Four different partner levels available (see Partnership Pledge Forms).

### 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.
- Help place billboards in your city with your local contact information included (depending on your partnership level).

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

Launched in 2002, the first campaign phase:

- Earned more than \$150 million in donated media over a six-year period!
- Garnered participation from 367 local and statewide outreach partners nationwide!
- *Art. 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](http://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 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 unless you indicate you would like to renew at the Premiere or Intermediate level.



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## Official 2008 National Arts Education Public Awareness Campaign PSA Partnership Levels

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**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, Intermediate and Premiere levels 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. *(Available for Intermediate and Premiere levels only.)*

### **PREMIERE Level Partnership (TV, Radio, Print, Web)**

**Fees:** \$1,000 Americans for the Arts (AFTA) member rate (Must be a member at the Associate level or above)  
\$2,000 non-member rate

***Eligibility:***

Because of the unique nature of television media markets and the enhanced influence that local organizations have in TV media markets, partnership eligibility is restrictive and determined on a market-by-market basis by Americans for the Arts and the Ad Council. Generally, eligibility for this category is limited to Local Arts Agencies and State organizations. However, other restrictions do apply. Please contact Ben Burdick at [bburdick@artsusa.org](mailto:bburdick@artsusa.org) to discuss eligibility.

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

- Americans for the Arts will localize two 30-second television ads to feature your organization’s logo as one of the sponsors of the campaign, along with Americans for the Arts, The Ad Council, and the NAMM Foundation. Your organization’s logo will appear below the national sponsor logos on screen at the end of the ads.
- Americans for the Arts will provide and distribute a localizable 60-second and 30-second radio ad to feature your organization’s name as one of the sponsors of the campaign, along with Americans for the Arts, The Ad Council, and the NAMM Foundation. We provide Live Announcer Copy with your local partner information for your local radio stations to read aloud following the ads.
- 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 your own publications and in newspapers and magazines in your community.
- 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.
- Top listing as official “Premiere Level Partner” on Americans for the Arts’ campaign website.

***Requirements:***

- Pay fee and complete Official Partnership Pledge Form agreeing to help promote the campaign and conduct local media outreach to run your customized print, television, and radio ads as frequently as possible and/or secure placement in other media vehicles.
- Add the “The Arts. Ask for More.” public awareness campaign button to your website that creates a link to the Americans for the Arts PSA 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 will provide you materials for the article.

## **INTERMEDIATE Level Partnership (Radio, Print, Web)**

**Fees:** \$500 Americans for the Arts (AFTA) member rate (Must be a member at the Standard level or above)  
\$1,000 non-member rate

***Eligibility:***

Local Arts Agencies, State Arts Agencies, Statewide Assemblies of Local Arts Agencies, State Arts Advocacy organizations, State Arts Education organizations

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

- Americans for the Arts will provide and distribute a localizable 60-second and 30-second radio ad to feature your organization's name as one of the sponsors of the campaign, along with Americans for the Arts, The Ad Council, and the NAMM Foundation. We provide Live Announcer Copy with your localized information for your local radio stations to read aloud following the ads.
- 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.
- 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.

***Requirements:***

- Pay fee and complete Official Partnership Pledge Form agreeing to help promote the campaign and conduct local media outreach to run your customized print and radio 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 will provide you materials for the article.

## **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 will provide you materials for the article.

## **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 2008 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 (AFTA) MEMBER: \_\_\_\_\_ YES \_\_\_\_\_ NO

ARE YOU *RENEWING* YOUR CAMPAIGN PARTNERSHIP? \_\_\_\_\_ YES

#### Partnership Level *(a one-time fee for a two-year campaign)*

Premiere (TV, radio, print, web) \_\_\_\$1,000 (AFTA Associate Level Member) \_\_\_\$2,000 (Non-member)

Intermediate (radio, print, web) \_\_\_\$500 (AFTA Standard Level Member) \_\_\_\$1,000 (Non-member)

Basic (all print, web) \_\_\_Free (AFTA 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](mailto:bburdick@artsusa.org).