



**ARTS UNITED OF GREATER FORT WAYNE, INC.**

**REGIONAL ARTS ADVOCATES PARTNERSHIP HANDBOOK  
2014-2015**

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## I. Overview

The “Regional Arts Advocates” program is an arts council facilitated by Arts United of Greater Fort Wayne. Partners are defined as nonprofit organizations, government entities and businesses that provide arts and cultural services in the communities of northeast Indiana.

Arts United of Greater Fort Wayne is an organization deeply passionate for the success of art and culture. At our very core, we believe our music, dance, fine art, theatre, cinema, museums, historical sites, architecture, artful public spaces and more are worth supporting because they enhance northeast Indiana’s prosperity and quality of life. So we create opportunities for arts and cultural organizations to thrive — resulting in a vibrant artistic and cultural community. Our mission is to develop, coordinate and support arts and cultural efforts in northeast Indiana.

## II. Partnership Levels

**Principal Partners:** Cultural organizations privately incorporated under Section 501(c) of the Internal Revenue Code of 1954, which receive direct operating support from Arts United of Greater Fort Wayne. Partnership is determined by strict admissions procedures governed directly by Arts United Board of Directors. Partners are subject to the standards and fundraising policies set forth by Arts United.

**Associate Partners:** Organizations privately incorporated under Section 501(c) of the Internal Revenue Code of 1954, whose primary purpose is cultural in nature (arts and history). Partnership is determined by the Arts United Board of Directors.

**Affiliate Partners:** Non-cultural and tax-supported organizations or divisions thereof, incorporated under section 501(c) of the Internal Revenue code of 1954, which have demonstrated ongoing involvement in cultural programs for the benefit of the northeastern Indiana region. Partnership is determined by the Arts United Board of Directors.

**Business Partners:** For-profit entities that exist to provide an artistic or cultural service to the community (i.e. art gallery, studio, music hall, etc.). Partnership is determined by the Arts United Board of Directors.

### III. Partnership Benefits

		Principal	Associate	Affiliate	Business
<b>EVENTS AND MARKETING</b>	Recognition on Arts United’s brochure, annual report and website	✓	✓	✓	*
	Usage of the Arts United logo	✓	✓	✓	✓
	Participation in the Taste of the Arts Festival	✓	✓	✓	✓
	Participation in the Fort Wayne Cultural District’s Last Saturdays events (downtown events only)	✓	✓	✓	✓
	Invitation to Bravo Celebration and opportunity to submit Artie Awards nominations	✓	✓	✓	✓
	Ability to utilize Arts United’s facilities for performances, meetings, and other events	*	*	*	*
	Placement of employment opportunities on the Arts & Culture Forecast	*	*	*	*
	Placement of calls to artists on the Arts & Culture Forecast	*	*	*	*
	Placement of events on the Arts & Culture Forecast	*	*	*	*
	Ability to utilize services of the ArtsTix Community Box Office	*	*	*	*
<b>INFO</b>	Periodic e-updates with arts and cultural news, Arts Forecast, Last Saturdays schedule, grant updates and employment opportunities	✓	✓	✓	✓
	Quarterly topical meetings and networking opportunities	✓	✓	✓	✓
<b>GRANTS AND BUSINESS SERVICES</b>	Eligible for enrollment in Arts United’s Business Services Program	*	*	*	
	Eligible to apply to the Neighborhood Grant Initiative, Indiana Arts Commission Regional Initiative Grant, and other granting opportunities	*	*	*	
	Eligible for Operating Allocation Grants	*			

\* Additional guidelines, rules and requirements apply. See pages 6-7 for more detail.

## **IV. Partnership Requirements**

1. Meet the following criteria.

- Organization must have been in existence for at least one year.
- Organization, or division thereof, must be headquartered in twelve counties of northeast Indiana: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Noble, Steuben, Wabash, Wells, and Whitley.
- Organization, or a division thereof, must have demonstrable involvement in the cultural life of the community or region.
- Cultural activities of the organization must be open to the public.

2. Complete a one-time application process (see page 5).

- Application reviewed and approved by Arts United staff
- Vote of approval by Arts United Board of Directors

3. Comply with these annual requirements.

- Payment of annual partnership fee of \$25
- Placement of Arts United logo on printed materials when possible
- Participation in an annual organizational survey
- Participation in arts advocacy efforts including writing letters to local and state elected officials in response to specific issues and participation in Arts Day at the Statehouse

## **V. Community Fund Drive for the Arts**

Arts United encourages your organization's support of the community Fund Drive for the arts. Through this joint fundraising effort, Arts United raises the funds needed to provide grants, facilities, business services, and leadership for the cultural community. By working together, we all benefit.

Supporting the Fund Drive is easy and fun! Here are some ideas:

- Announce the Fund Drive before events.
- Encourage board and staff members to participate in the annual phone-a-thon.
- Speak about Arts United during Fund Drive workplace campaign presentations.
- Provide free advertising space in your program or newsletter.
- Participate in the Taste of the Arts Festival.
- Provide tickets, vouchers, coupons, and other prizes to encourage donors to give through their workplace campaigns and other Fund Drive events.

## VI. Partnership Application

In three pages or less, please provide the following information:

- Date of application
- Desired partnership level (Associate Partner, Affiliate Partner, Business Partner)
- Organization name, address, phone number, and website
- Contact person name, title, address, phone number and e-mail
- Executive director/owner name, title address, phone number, and e-mail (if different from contact person)
- Mission or purpose statement
- Brief description of your organization's history and major programs
- Brief description of the methods for securing funding for your organization
- Brief description of your organization's plans for the next three years

**Nonprofit Applicants:** Include the following attachments with your application. Business Partner applicants do not need to include the following attachments.

- List of organization's current board of directors and staff
- One copy of organization's by-laws
- One copy of current budget or other proof of fiscal responsibility
- One copy of certification of not-for-profit status as provided by the IRS

Please return application and requested documentation to:

Arts United of Greater Fort Wayne  
Attn: Regional Arts Advocates  
300 E. Main Street  
Fort Wayne, IN 46802

## ADDENDUM

**1. ArtsTix Community Box Office:** Sponsored by Sweetwater, ArtsTix is managed by Arts United on behalf of participating arts and cultural organizations. Tickets are sold at the Arts United Center box office in downtown Fort Wayne and online through Arts United's website and from participating organizations' websites.

**2. Arts United's Arts & Culture Forecast and Events Calendar:** Regional Arts Advocates may place the following items on the Arts & Culture Forecast (a weekly email):

- Events (see guidelines below);
- Workshops and Classes;
- Job Opportunities;
- Volunteer Opportunities;
- Community Surveys; and
- Calls to Artists.

**Online Events Calendar Guidelines:** Arts United's online events calendar at [www.artsunited.org](http://www.artsunited.org) and in the Arts & Culture Forecast is a one-stop shop for arts and cultural event information. Events are posted at the discretion of Arts United staff.

Principal Partners may post unlimited major events. Associate and Affiliate Partners are limited to ten (10) major events annually. Major events are defined as arts and cultural events that are open to the public and take place in Arts United's service area of northeast Indiana. Examples of major events include concerts, dance recitals, plays, annual fundraisers, and other annual events. Major events do not include events that take place frequently or repeatedly, such as classes, lectures, tours, etc. For event series, we suggest one posting to celebrate the launch or opening of the event series, such as "Opening Day for Example Exhibit."

Priority will be given for:

- Major events taking place in the Arts United Center, Auer Center, Hall Center and ArtsLab
- Major events in which tickets are sold through the ArtsTix Community Box Office
- Major events that are made possible through an Arts United grant
- Major events provided by a Principal Partner or a recipient of an Operating Allocation Grant
- Major events that are part of the Fort Wayne Cultural District's Last Saturdays program

To include an event on the calendar, submit the following information to an Arts United staff member.

- Organization
- Event title (formal title to appear on the list view)
- Event short title (1-4 word title to appear on the calendar view)
- Event date
- Performer
- Event time
- Event location

- Organization website or link to more information
- Event category (must choose one of: visual art, music, cinema, heritage, theatre, festival, dance, community)
- Can the community attend your event for free?
- Is your event part of the Cultural District's Last Saturdays program?
- Are you selling tickets through the ArtsTix Community Box Office?
- Contact name, email and phone number

**3. Grants:** Arts United provides grants to northeast Indiana's arts organizations and programs. Arts United will send periodic grant alerts to RAA members by email. More information and application guidelines can be found at [www.artsunited.org](http://www.artsunited.org).

**4. Business Services:** Arts United provides "back office" business support such as bookkeeping, audit preparation, payroll, and health insurance for nonprofit arts and cultural organizations. Eligibility is determined on a case-by-case basis by Arts United staff and board.