

Grantee Guide to Specialty License Plate Promotional Activity Documentation for FY2022 Closeout

1. Coordinator. Provide the name, title and contact information for grantee organization staff person who coordinates specialty license plate promotions and will be agency liaison with TN Arts Commission Director of Marketing and Development

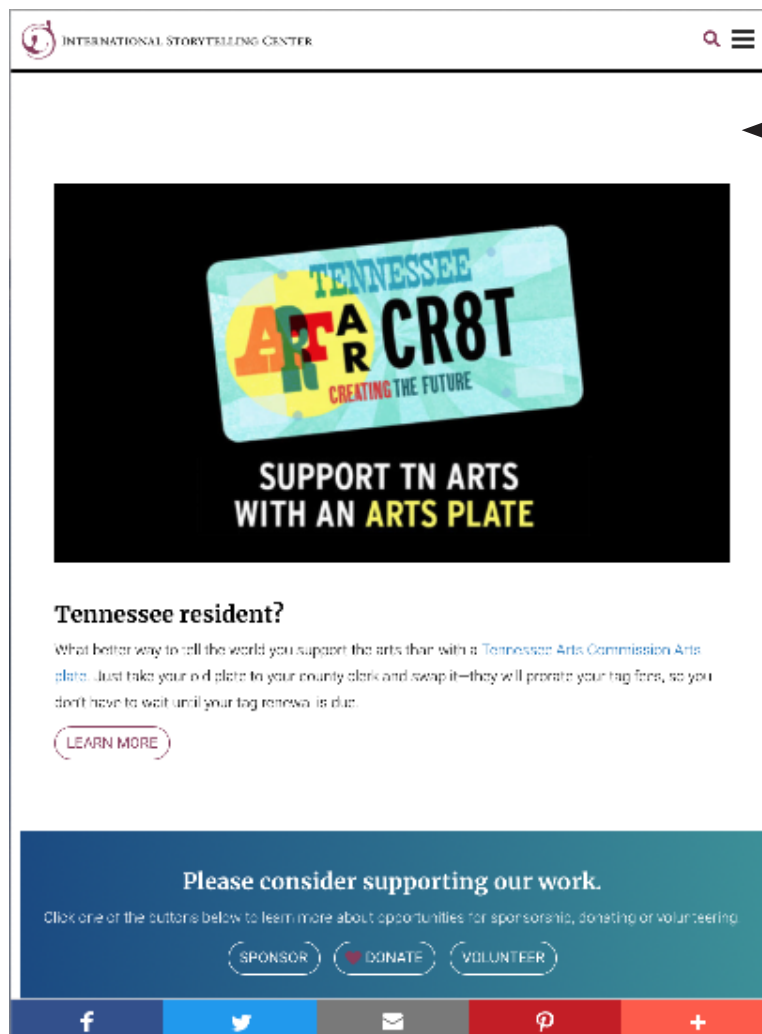
-Enter in Grantee Organization Profile in the TN Arts Commission online grants management system.

Marketing Communications
Name:
Marketing Communications
Title:
Marketing Communications
Email:

Complete information on
your organization card

2. Website. Specialty license plate program information on the grantee organization website

- Screen-shot of page on website labeled "website promo" and upload into documents in your final evaluation.



Take a screen-shot of the web
page on your website that
features information about the
Specialty License Plate pro-
gram. Label the screen-shot
"website promo" and upload
into documents.

Be sure to include the top
navigation bar with the name
of the organization in the
screen-shot.

3. Social Media. Feature specialty license plate promotional content in grantee's social media at least six times/year

- Six screen-shots with dates of social media posts labeled "social promo 1," "social promo 2," etc. and upload into documents in your final evaluation.



Storytelling Center @StoryConnect · Nov 22

It's rainy in Jonesborough, but our @TN_Arts specialty plate is keeping us sunny. Did you know these plates support arts organizations across TN? Show some love and switch your plate today at tnspecialtyplates.org #TNPlates#ArtsPlate #TNArts



Take screen-shots of 6 social media posts that feature information about the Specialty License Plate program. Label each of the screen-shots "social promo" 1 through 6, and upload into documents.

Be sure to include the date of each post.



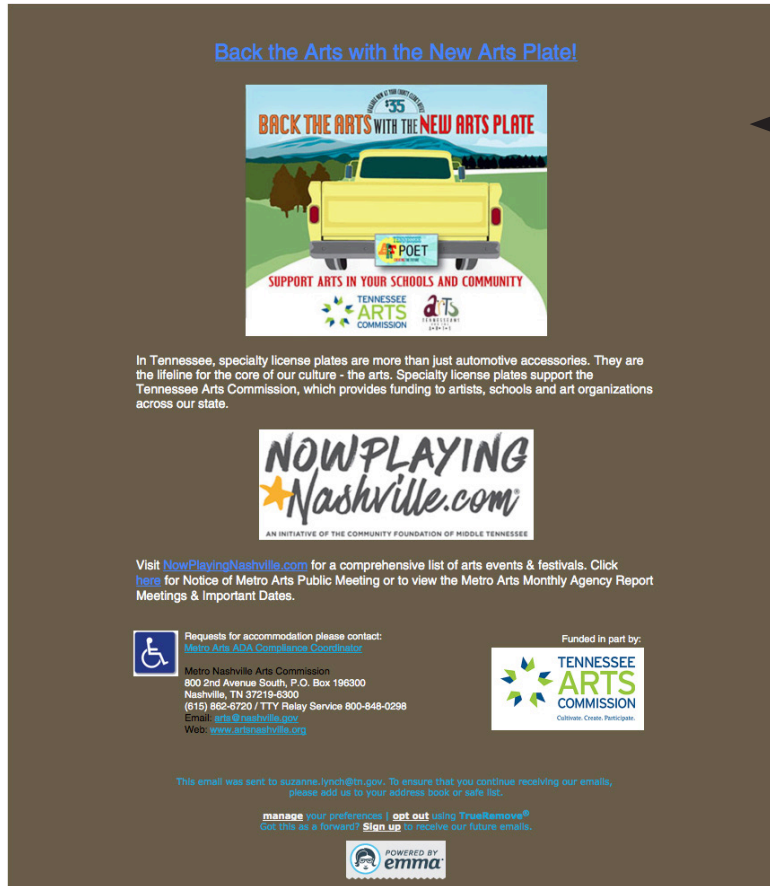
New Ballet Ensemble & School @NewBalletEns · Dec 6

Support New Ballet Ensemble and arts organizations throughout Tennessee with a Tennessee Arts Commission (@TN_Arts) Specialty Arts License Plate! Visit tnspecialtyplates.org for more information.

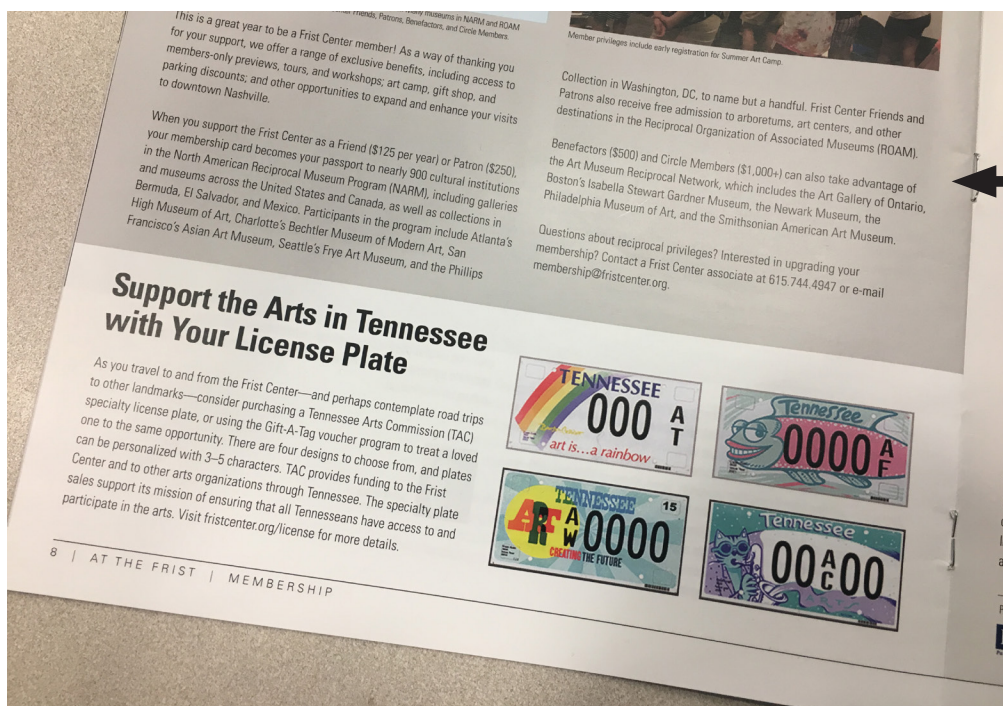


4. Newsletters. Place banner ad on e-newsletters or other viral marketing OR Printed Program. Place half-page ad in printed program book for at least six different performances or for the duration of one season

- Images of six newsletters distributed over past year OR of six program ads. Label files "Newsletter promo 1," "Newsletter promo 2," etc. OR "Program book promo 1," "Program book promo 2," etc., and upload into documents in your final evaluation. For program ads, include the dates of the program publication by either including an image of the contents page or the publication's folio.



Take 6 individual screen-shots of your e-newsletters and include the dates of posting.



Or send a .pdf or .jpg of program ads along with the folio or contents page to show when the program was published and it's duration.

If your ad is in a program book that covers an entire season (six months or more), one ad is sufficient.

5. Agency Specific Opportunity. Identify a promotional activity specific to grantee organization.

- Examples: run video spot before movie or performance starts; offer special parking for patron cars with arts license plates; hold contest to get 100% staff/board ownership of plates. Include a description of the custom promotion. Label as "Custom Promo" and upload into documents in your final evaluation.



← This is a great opportunity for your organization to be creative and feature information about the Specialty License Plate program in a way that is unique to you. Displaying the TN Arts P.O.P. stand and inserts also counts.

