



Out & About is a collaborative marketing campaign representing a consortium of arts organizations based in the Greater Lafayette area. During its pilot season in 2019-20, the consortium was made up of 8 organizations and was funded by Greater Lafayette Commerce and the Indiana Arts Commission. An independent marketing lead was retained to build and implement plans which included the development of a website (outandaboutarts.com), print pieces, Facebook and Instagram pages, video and graphic design production, and paid advertising across a variety of platforms. We maintain a central calendar of participants' events and promote those events across our digital channels with a primary objective of building deeper awareness throughout our community of our members and all the "things to do" that are generated by their organizations.

For the 2020-21 season, we are opening up the consortium to additional organizations who would like to be a part of this collaborative marketing campaign. Below are the Eligibility Requirements for those interested in participating.

Eligibility Criteria for Participating Arts Organizations

Organizations wishing to participate in this collaborative marketing campaign must meet **ALL** of the following criteria:

- Current TAF member in good standing (or will become a TAF member prior to 6/30/20)
- Minimum organizational annual operating budget of \$50,000
- Capacity to designate approximately 4 hours of staff time per month to campaign-related activities
- Minimum 3-year history of public arts programming
- Ongoing annual arts programming open to the public
- Active Website, Facebook page, and Instagram account
- Create organizational Facebook events for any activities to be included on the Out & About calendar
- Agree to participate in all aspects of the campaign including, but not limited to, sharing campaign content on digital platforms, using logos/videos/content provided by contracted vendors, attend periodic campaign meetings, etc.
- Pay annual participation fee to fund the campaign during the July 1, 2020-June 30, 2021 season. See the table below for tiered fee levels.

2020-2021 Participation Fee levels

Organization Annual Budget Size	Participation Fee
\$50,000-\$99,999	\$250.00
\$100,000-\$249,999	\$500.00
\$250,000+	\$1,000.00

Organizations wishing to participate in the 2020-21 season campaign should complete the [online commitment form](#) no later than April 1, 2020.

Participation fees (payable to Tippecanoe Arts Federation) must be paid in full no later than June 30, 2020.

For more information, please contact Sara Mummey, O&A Campaign Chair

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