



**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](http://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 Mumme, O&A Campaign Chair**  
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