Artober Gwinnett 2019 Toolkit
Participate, Promote, Perform
PARTICIPATE & PROMOTE

We want you to take part in Artober Gwinnett!

Professional performers, amateur artists, galleries, theatres, music venues, multicultural events, festivals, songwriters’ nights, craft demonstrations and family arts activities are abundant in our community. Through a community calendar, social media and other marketing and branding tactics, we want you to get involved in Artober Gwinnett!

Artober Gwinnett Events/Promotions
If you have an interest in creating an event or special promotion for Artober Gwinnett, please contact us at artober@exploregwinnett.org. (Example, if you’d like to offer discounted tickets to your event, attraction or gallery during any time frame in the month of October.)

Artober Gwinnett Calendar
The calendar is by far the most important way for you to get involved in Artober Gwinnett! Have you planned a music, theater, visual art, film, dance, craft, fashion or literary arts event for October 2019? If so, please post your events on http://events.exploregwinnett.org/event/create, an easy-to-use, free local calendar and information resource.

Artober Gwinnett on Social Media
Help promote participation in the arts during Artober Gwinnett by sharing the excitement! Search for #ArtoberGwinnett on Twitter, Facebook and Instagram to join the celebration.

@GwinnettEvents
@ExploreGwinnett
@ExploreGwinnett
Artober Gwinnett Marketing and Branding
Through various marketing and branding tactics, you can help promote Artober Gwinnett, as well as your own art and arts groups.

Artober Gwinnett Curtain Speeches
Curtain speeches are a great opportunity to inform audiences about participation in Artober Gwinnett. See a sample speech below:

“[Organization] is proud to participate in Artober Gwinnett with this performance of [name of event]. Artober Gwinnett, supported by Explore Gwinnett, is a month-long celebration of arts and culture in October that informs and inspires the county’s awareness of, and participation in, the arts.

This celebration includes events in visual and performing arts, music, craft, film and more. For a complete listing of Artober Gwinnett events, and to learn more, please visit w-w-w dot Artober dot org.

Thank you, and we hope you enjoy the performance.”

BRAND USE GUIDELINES

Artober Gwinnett is a mark owned by Explore Gwinnett and is used to refer to activities and events throughout the month of October that celebrate arts and cultural in Gwinnett County. Individual groups or organizations wishing to use the Artober Gwinnett logo and brand agree to subscribe to usage that protects the overall brand.

Labeling or Tagging Your Event
Events sponsored or partnered with Artober Gwinnett must use the Artober and Explore Gwinnett logos on all marketing materials. Social media handles and the #ArtoberGwinnett hashtag should be used in digital promotions of all Artober events.

Events/performances/activities may use the following to recognize affiliation with the Artober Gwinnett:
1. An Artober Gwinnett event (logo insert)
2. In partnership with Artober Gwinnett (logo insert)
3. (Organization/Business) celebrates Artober Gwinnett (logo insert)

Alternate uses must be discussed with Explore Gwinnett

QUESTIONS AND CONTACT

Artober Gwinnett offers free exposure for your art or arts group and showcases the variety of creativity and vibrant art scene of Gwinnett. Please join us in celebrating this year! You are always welcome to contact Explore Gwinnett with any questions at artober@exploregwinnett.org or 770-814-6046.