



## 2024-25 Creative Sector Flex Fund Promotional Initiatives

Per Section 7 of the 2024-2025 Creative Sector Flex Fund Grant Award Agreement, grantees agree to include an acknowledgment of the Lehigh Valley Community Foundation's funding support and the support from the PA Council on the Arts in published materials and announcements.

To assist you in doing so, LVCF has created media guidelines and logos for social media promotion. We ask that you use these materials to help us spread the good news of your 2024-2025 Creative Sector Flex Fund award in your organization and beyond.

**Press Announcement** - The Creative Sector Flex Fund grants have been announced in a news release issued by the Community Foundation on September 20, 2024.

**News Release** | [LVCF Awards Creative Sector Flex Fund Grants to Support the Arts](#)

**Social Media** - We encourage grant recipients to post announcements on their social media channels. When posting on social media, please tag LVCF by using @LVCFoundation. Hashtags can include #CreativeFlex, #PCA, #ArtsCultureCreativeEconomy, #LehighValley, #Nonprofit, etc.

To facilitate posting on social media, LVCF has provided branded graphics for your use on Facebook and Twitter, and a square image for Instagram. We left room on the lower left to add your logo if you like. Please contact Michael Wilson at [michael@lvcfoundation.org](mailto:michael@lvcfoundation.org) with questions or to receive the Foundation's logo and a news release template if needed.



### Future Promotion

If requested, we hope you will agree to provide quotes (from program participants, staff, board, and/or volunteers) relating to this project for use in the Community Foundation's annual report, website and other promotional material. The Community Foundation reserves the right to retain and utilize the submissions in its promotional efforts.

**Required PCA Credit** (please use the following statement)

This grant is supported by the Pennsylvania Council on the Arts, a state agency, through the Pennsylvania Partners in the Arts (PPA), its regional arts funding Partnership. State government funding comes through an annual appropriation by Pennsylvania's General Assembly and from the National Endowment for the Arts, a federal agency. PPA is administered in this region by the state's PPA Partner (Lehigh Valley Community Foundation for Region 5).