

JMAC Promotional Requirements - Updated January 2023

The JMAC promotional requirements apply to all **public** events. Private events may not need to submit promotional materials.

What the JMAC provides:

- We list your exhibit/event as a calendar event on our website homepage
- We include your exhibit/event in our newsletter for the month of your event (e.g. if your event is in April, your event will be promoted in the newsletter for April).
 - The monthly newsletter goes out on the last Thursday or Friday of the month prior (e.g. the April newsletter will be sent out on the last Thurs/Fri of March). This timeline is subject to change.
- When the newsletter for the month of your event is sent out, we will post your promotional materials on social media with other events that month.
- We will post about your event/exhibit on social media during the week of your event.
- We will reshare posts/stories on social media when @JMACWorcester is tagged. There is no timeframe or deadline for reshares.
- We will display any fliers you give us in our gallery and in the bathrooms. Please give us advance notice before dropping off fliers and other collateral.

What you're required to complete:

- You must post your event to the [Discover Central MA Calendar](#).
 - If you have never posted to the Discover Central Mass Calendar, you will need to create a free account first. Follow the link above, scroll to the bottom of the page, and click on the "Log in to your account" button. After you create a free account you will be able to add your event.
 - Select/check "yes" on the checkbox at the bottom of the event draft to request addition to the Downtown Worcester Calendar.
- You must create a **Facebook event** with the JMAC included as a co-host
 - Co-host option is only available to Facebook Business Profiles. If you don't have a Business Profile, you are expected to create a personal event and tag the JMAC in the event location and description.
- **1 (or more) square image(s) for our website**
 - 1080x1080px
 - Can be an image with your logo, artwork, event/exhibit title, etc.
 - We recommend keeping these simple and easy to read!
- **Printed fliers or other collateral to be displayed/available at the JMAC**
 - (Optional but highly recommended)

All promotional materials you generate need to include the following:

- Color logo
 - Please select the logo that is most relevant to your event (JMAC-wide event: JMAC logo; PopUp exhibit: PopUp logo; BrickBox event; BrickBox logo)
 - Whenever possible, please use the full-color logo image. Black and white logos

are provided if necessary.

- Text posts/descriptions on social media should include the following hashtags
 - #JMACWorcester #MakeArtEverywhere #WorcesterCulturalCoalition
- Text posts/descriptions on social media should include the following language
 - PopUp Disclaimer: The Worcester PopUp at the JMAC is a free-to-use, creative co-working space of the Worcester Cultural Coalition and in partnership with The Barr Foundation. This event does not necessarily reflect the views of either organization.
 - BrickBox Disclaimer:
 - JMAC Disclaimer
- Flyers, images, etc. posted by the presenter should include the following language:
 - PopUp Disclaimer: The Worcester PopUp at the JMAC is a free-to-use, creative co-working space of the Worcester Cultural Coalition and in partnership with The Barr Foundation. This event does not necessarily reflect the views of either organization.
 - BrickBox Disclaimer:
 - JMAC Disclaimer
- The materials you submit for the JMAC to use do not need to have this disclaimer. The disclaimer is only necessary for materials that **you** personally share/post.