

2023-24 ARTISTS AT THE CENTER PROGRAM MARKETING INFORMATION

Awarded artists need to submit items below to: pete.rush@seattle.gov

- Official Title of Performance
- Short description of event
- List of all artists involved
- Relevant “More information” links: web site URL and social media handles (FB, Instagram, Twitter)
- Representative photo (high-quality landscape [horizontal] orientation preferred)

Artists’ own promotional materials/web site need to include this Language for & Crediting of Sponsors & Partners

- Program Sponsor Names: Seattle Kraken, Climate Pledge Arena, and Seattle Office of Arts & Culture
- Program Partner Names: Seattle Center and Uptown Arts & Culture Coalition

Promotional services provided by both/either Office

- Both offices will post promotions on their web sites and social media.
- Social Media Package:
 - Facebook Event Page
- Social Media Promotions through Office of Arts & Culture & Seattle Center platforms
- Promo Materials
 - using branded graphic frames
- Calendar Listings
 - Calendar listings through the Office of Arts & Culture Calendar
 - List event on Seattle Center web calendar
- Web Presence:
 - Seattle Center will have a dedicated event page for each performance on their web site.
 - Blog Feature on Office of Arts & Culture Art Beat
- Windmaster sign at performance location

Boiler Plate info on Series

Artists At the Center is a multi-year collaboration between Seattle Office of Arts & Culture and Seattle Center, with support from Uptown Arts & Culture Coalition and the communities adjacent to Seattle Center campus. The project is made possible by a 10-year grant from Climate Pledge Arena and Seattle Kracken.

Join us as we introduce emerging and established artists and celebrate their talent on a newly revitalized Seattle Center campus. Artists are given a performance opportunity, allowing them to connect with new audiences, display their talents and advance their careers. Visitors to campus and the surrounding neighborhood benefit from surprising and delightful pop-up performances throughout the year. Each year, artists are selected through an open application process with an equity and social justice lens, ensuring equitable representation for underserved and emerging artists. Artistic genres include music, dance, theater, demonstrations, and multi-disciplinary work.

Tagline:

Celebrate Seattle's talent!

Hashtags:

#ArtistsAtTheCenter

#SeattleCenter

#SeattleOfficeofArts

#ClimatePledgeArena

#SeattleKraken

#UACC

#PopUpPerformances

People to Tag:

FB, IG and Twitter: @seattlecenter

FB: @SeattleArts IG: @seaofficeofarts

FB: @UptownACC IG: @uacc_seattle

FB, IG: @seattlekraken

FB, IG: @ClimatePledgeArena