



Your Celebrate Artsmark toolkit!



*Five steps to
celebrate your
Artsmark success*

Huge congratulations on your Artsmark Award!

What a fantastic achievement.

At the Arts Council, we are committed to ensuring every child has access to great arts, culture and creativity. Schools remain the single most important place where children can experience a cultural education. You play an important role in raising the breadth and quality of arts and culture and we think that's worth shouting about!

Follow these five simple steps to celebrate your Artsmark success...

1

Display your logo with pride

You'll receive your Artsmark Award logo with your award notification email from the Arts Council. Use it on your website footer, social media profiles, letterhead templates and newsletters. **Email the Artsmark team** if you need different file types.



**Artsmark
Silver Award**
Awarded by Arts
Council England



**Artsmark
Gold Award**
Awarded by Arts
Council England



**Artsmark
Platinum Award**
Awarded by Arts
Council England

You can also order a limited-edition wall plaque via our website at artsmark.org.uk/plaques



2

Get Social

Make sure to share your Artsmark Award success on social media.



@ArtsmarkAward



@Artsmark1

Include **#CelebrateArtsmark** and why not tag your Bridge organisation and local MP too?

Click to download our celebratory ecards

or accompany your post with your new Artsmark logo and photos from your Artsmark journey.



Artsmark

We're thrilled to announce that we have been awarded our Artsmark (insert level) Award in recognition of our fantastic arts provision. Click the link to read all about our Artsmark journey (link to your website news article)



Here's some example posts

We recommend you write a news or press release about your Artsmark Award and link to it through these posts:

- Very proud of our @Artsmarkaward achievement! Find out how we did it **[website link]** #CelebrateArtsmark*
- We're thrilled to announce that we have been awarded our Artsmark **[insert level]** Award in recognition of our fantastic arts provision. Read all about our Artsmark journey **[insert website link]***
- It's official, we've received our **[insert level]** @Artsmarkaward! Read how we're taking our arts to a new level **[website link]** #CelebrateArtsmark*

3

Tell the media

Get Started

We recommend you send a press release to your local papers, and you can add it as a story to your website too. You could link to it from social media and newsletters to parents.



Download our sample press release for awarded settings



Download our sample press release if you're working towards Artsmark

Keep things visual:

Enhance your story with images of children and young people taking part in an arts activity in your setting. Use a good camera to get high-quality images so the newspapers can print them (that's usually 300dpi).

Send it by email:

Email it to your local paper. Google can be great for finding contacts of local and regional media journalists and bloggers. In some instances, you may only need to email the editor or news desk.

Follow up by phone:

If you have time, there's no harm in following up with a quick phone call to check your story has been received – keep the call brief as journalists are often working to tight deadlines.



Photo © Kelly Hodgkinson / Webster Primary School

Photo © Kevin Ricks / New Regent's College Pupil Referral Unit

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Host a celebration event

Hosting an event or special occasion can help generate further awareness of your award. Suggestions for occasions could include:

- **Performances and works of art from your pupils**
- **A drinks reception to celebrate your occasion**

At each event, you may want to share a few words about your achievement. Neither event needs to be longer than a couple of hours in length and can take place at any time of the day.

Who to invite?

You should maximise the opportunity of the event, and consider inviting these groups:

- the local press
- parents
- governors
- local feeder schools
- local MP and other local dignitaries
- local arts and cultural organisations including your regional Bridge and Artsmark Partners



See the next page for guidance on inviting your MPs with a link to a template letter.

If you'd like to invite the media to your event:

Download this sample media invitation email



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Inviting MPs to celebration events

Local MPs enjoy celebrating and getting involved with events that are held in their constituency.

Whether it's the opportunity to speak or present your Artsmark Award or plaque, most MPs are eager to support great work.

If you wish to invite your local MP, try to host your event on a Friday, as Parliament normally sits from Monday to Thursday.

**Download
our MP
invitation
letter**



**You can find all
these resources on our website at**

 **artsmark.org.uk/success**

The Artsmark team are here to help:

Email us at

 **artsmark@artscouncil.org.uk**

if you have any questions.