



Matching Funds Sponsor - Frequently Asked Questions

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1. What is ArtsMatch?

ArtsMatch is an initiative of the Fund for the Arts that expands the capacity of Cultural Providers to create special arts-based projects to reach new audiences and invest in innovation. ArtsMatch utilizes a crowdfunding platform to match donors to projects that are of interest to them. The Fund for the Arts maximizes support for the projects by matching the dollars raised.

2. What is an ArtsMatch sponsor?

An ArtsMatch sponsor makes a donation to the Fund for the Arts to cover the matching dollars for projects selected to participate in ArtsMatch.

3. Can I choose which specific projects or types of projects I sponsor?

The Fund for the Arts will have various ArtsMatch funding cycles each year. Each cycle will have a primary funding priority, for example, arts in education, youth in arts, arts innovation, etc. As an ArtsMatch sponsor, you are able to determine the funding priority or the geographic area where projects may occur in the funding cycle. The Fund for the Arts will work with ArtsMatch sponsors to tailor contributions to the sponsor's strategic goals and priorities.

4. Can my logo or name appear on the ArtsMatch page of the Fund for the Arts website if I am a sponsor?

Yes. Fund for the Arts will place your logo on the ArtsMatch page of the Fund for the Arts website, as well as in the Fund for the Arts Annual Report and ArtsMatch marketing materials.

Fund for the Arts

ArtsMatch



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5. Who should I contact to learn more about becoming matching funds sponsor?

If you have any additional questions about ArtsMatch, please contact Kat Abner, Impact Officer at the Fund for the Arts, at (502) 582-0127 or kabner@fundforthearts.org.