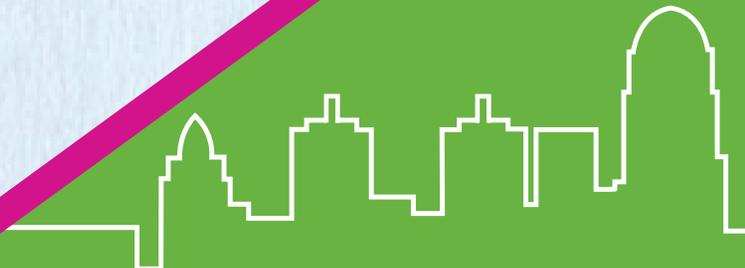


# 2019 Media Toolkit



# CULTURAL PASS

PASS VALID:  
JUNE 1 - AUGUST 10, 2019  
[fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass)

# Download Assets:

[Click here](#) to download the following Cultural Pass Assets:

- [Logos](#)
- [Flyer](#)
- [Poster](#)
- [Social Media Images](#)

## Copy & Paste:

### Attention Families:

Are you looking for FREE, kid-friendly summer activities?

Make plans to sign your child(ren) up for the 2019 Cultural Pass presented by Churchill Downs! With this pass, you enjoy free admission your kid(s) to 59 world-class arts and cultural institutions. You can visit places like the Louisville Science Center, Speed Art Museum, Louisville Zoo, and more! Pick up your pass at any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library location. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) for details.

# Leverage Your Channels

2019 will be the most successful year for the Cultural Pass through the support and shared promotion from partner organizations, participating venues, and the public! Together, we'll work to inform and encourage children and families to take advantage of FREE arts and cultural opportunities all summer long.

Please help promote this one-of-a-kind program that combats summer learning loss through any of the following:

- Letters to: parents, religious groups, neighborhood associations, etc.
- Newsletters/eNewsletters
- Bulletin boards
- Flyers
- Social Media

## How to Recognize:

2019 Cultural Pass is presented by Churchill Downs, in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance and the Louisville Free Public Library.

#CulturalPass

# Create a Social Media Plan

**Meet your audience and potential Cultural Pass users where they are- wherever they are, on social media and beyond. Consider a weekly schedule with a specific weekly focus, for example:**

- May 24: Announce Participation in 2019 Cultural Pass
- May 28: Inform Audience How to Pick Up Pass
- May 30: Share Press Clips from Press Conference
- June 4: Celebrate End of School Year
- June 11: Highlight Benefits of Summer Reading
- June 18: Launch a #CulturalPass Contest
- June 25: Challenge Audience to Share About Experience
- July 2: July 4th Feature
- July 9: Highlight Offers
- July 16: Launch a #CulturalPass Contest
- July 23: Spotlight Offers
- July 30: Remind Audience Last Chance to Use Cultural Pass
- August 6: Highlight a Successful Summer

# Post to Facebook

**Keep it clear & concise. Are there friends in your network who would share about this free program**

## **Sample language:**

**Example 1:** Learn, play, and explore all summer long with the 2019 Cultural Pass presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library, use the pass at 59 venues for FREE admission. Pass is valid from June 1 - August 10. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) to learn more!

**Example 2:** Did you know that students can visit 59 arts and cultural venues this summer for FREE? Our region is home to a one-of-a-kind program that opens the doors to world-class venues and unleashes creativity. The 2019 Cultural Pass presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library is valid from June 1 - August 10. Pick up your pass at any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) for details.

**TIP: Tag @organizations and use one of our sample images for greater impact**

# Post to Twitter

How can you maximize this platform? See what's trending...or better yet, make your content gain traction by engaging your followers or building out your audience.

## Sample language:

Example 1: What's FREE & FUN? The #CulturalPass presented by @ChurchillDowns! Valid for one-time general admission at each of the 59 participating institutions from June 1 - August 10. Learn more: [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass)

Example 2: Students can learn, play, & explore all summer long for FREE! 2019 #CulturalPass presented by @ChurchillDowns is good for one-time general admission at each of the 59 participating institutions from June 1 - August 10. Learn more: [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass)

# Post to Instagram

Whenever possible, use evocative, crisp photos to help share about the #Cultural Pass. Weave in Instagram Stories into your social media plan to diversify your digital efforts. Don't know how? [Click Here to Learn How to use Instagram Stories Like a Pro](#)

# Sample Social Media Language

Looking for a little inspiration? Simply copy and paste the sample language below and sync up your posts with the weekly social media plan schedule and your all set!

## Sample language:

### May 24 – Announce Participation in 2019 Cultural Pass

#### Facebook:

Learn, play, and explore all summer long with the 2019 Cultural Pass presented by Churchill Downs, a one-of-a-kind program for children of all ages that supports and encourages lifelong learning by providing access to Louisville’s art and cultural institutions. Presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library, use the pass at 59 venues for FREE admission. Pass is valid from June 1 - August 10. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) to learn more!

#### Twitter:

Students can learn, play, & explore all summer long for FREE! 2019 #CulturalPass presented by @ChurchillDowns is good for one-time general admission at each of the 59 participating institutions from June 1 - August 10. Learn more: [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass)

## May 28 – Inform Audience How to Pick Up Pass

Facebook:

Did you know that students can visit 59 arts and cultural venues this summer for FREE? Our region is home to a unique program that opens the doors to world-class venues and unleashes creativity. The 2019 Cultural Pass presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library is valid from June 1 - August 10. Pick up your pass at any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library location. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) for details.

Twitter:

What's FREE & FUN? The #CulturalPass presented by @ChurchillDowns! Pick one up at any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library location. Learn more: [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

## May 30 - Share Press Clips from Press Conference

Facebook:

Cultural Pass is a one-of-a-kind program for children of all ages that supports and encourages lifelong learning by providing access to Louisville's art and cultural institutions. Presented by @Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library, use the pass at 59 venues for FREE admission. Visit [www.fundfort-hearts.org/culturalpass](http://www.fundfort-hearts.org/culturalpass) for more information!

(Add press clips from the press conference)

Twitter:

#CulturalPass presented by @ChurchillDowns is a one-of-a-kind program for children of all ages that provides FREE access to Louisville's art and cultural institutions! Learn more: [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass)

(Add press clips from the press conference)

## **June 4 - Celebrate End of School Year**

Facebook:

School is out for the summer, YAY! And the best part is? You can fill your summer with FREE arts and culture experiences using the 2019 Cultural Pass! Presented by @Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library, use the pass at 59 venues for FREE admission. Pass is valid from June 1 - August 10. Get yours today! Learn more: [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

Twitter:

School is out for the summer, and do you know what that means? It's time to fill up on FUN & FREE arts & culture experiences using the #CulturalPass presented by @ChurchillDowns. Pass is valid from June 1-Aug 10, so get yours today! Learn more: [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

## **June 11 - Highlight Benefits of Summer Reading**

Facebook:

Do you want to experience the many lifelong benefits of summer reading? The 2019 Cultural Pass, presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library along with the Summer Reading Program! The experience can build skills and increase interest in reading for all students who participate! For details visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass).

Twitter:

Make reading a lifelong habit with #CulturalPass presented by @ChurchillDowns and the @LFPL Summer Reading Program! For details visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

## **June 18 - Launch a #CulturalPass Contest**

Facebook:

This summer is already full of FREE and FUN arts and culture activities, but it's about to get even better! This week we are launching a Cultural Pass Contest!

(Insert a contest that suits your organization. It can be something as simple as offering an additional free experience to the next 5 guests to use their Cultural Pass at your venue.)

Twitter:

How are you using your #CulturalPass? This week we are launching a Cultural Pass contest!

(Insert a summary about your Cultural Pass contest.)

## **June 25 – Challenge Audience to Share About Experience**

Facebook:

What have you done with your 2019 Cultural Pass so far? With 59 venues offering FREE admission there are so many possibilities! We would love to hear about the arts and culture experiences that you've had this summer!

If you haven't picked up your Cultural Pass yet, it's not too late! Head over to any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library location to get your Cultural Pass, presented by Churchill Downs, today! For more information visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass).

Twitter:

What have you done with your 2019 #CulturalPass so far? We would love to hear your experiences! If you haven't picked up your pass yet, it's not too late to get in on this FREE opportunity. Learn more at [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

## July 2 - July 4th Feature

Facebook:

Happy 4th of July! We are celebrating all summer long with the Cultural Pass, presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library. For information about how you can take advantage of Cultural Pass visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

Twitter:

Happy 4th of July! We are celebrating all summer long with the #CulturalPass presented by @ChurchillDowns. Learn more: [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass)

## July 9 - Highlight Offers

Facebook:

Learn, play, and explore all summer long with the 2019 Cultural Pass presented by Churchill Downs! In partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance and the Louisville Free Public Library, use the pass at 59 venues for FREE admission. Pass is valid to Aug. 10. Hurry and get yours today!

Twitter:

#CulturalPass presented by @ChurchillDowns. Learn, play, and explore all summer long for FREE at 59 participating venues! Pass is valid to Aug. 10. Hurry and get yours today!

## **July 16 - Launch a #CulturalPass Contest**

Facebook:

This summer is already full of FREE and FUN arts and culture activities, but it's about to get even better! This week we are launching a Cultural Pass Contest! (Insert a contest that suits your organization. It can be something as simple as offering an additional free experience to the next 5 guests to use their Cultural Pass at your venue.)

Twitter:

How are you using your #CulturalPass? This week we are launching a Cultural Pass contest!

(Insert a summary about your Cultural Pass contest.)

## July 23 – Spotlight Offers

Facebook:

The 2019 Cultural Pass brings you experiences of a lifetime for FREE! The Cultural Pass is presented by Churchill Downs, in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance and the Louisville Free Public Library. Use the pass at 59 venues for FREE admission. Pass is valid to Aug. 10. Hurry and get yours today!

Twitter:

#CulturalPass presented by @ChurchillDowns provides experiences of a lifetime for FREE! Pass is valid to Aug. 10. Hurry and get yours today!

## **July 30 - Remind Audience Last Chance to Use Cultural Pass**

Facebook:

The summer is almost over and so are the opportunities to use your 2019 Cultural Pass! (We're sad about it too.) Make sure you get in your last visits to our participating venues before August 10 so you don't miss out on any of the FREE fun! Visit [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass) for information about how you can get the most out of the end of your summer.

Twitter:

Sad that summer is coming to an end? Make the most of your last days of summer by taking advantage of your #CulturalPass presented by @Churchill-Downs! Visit [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass) for more information about our participating venues.

## **July 30 - Remind Audience Last Chance to Use Cultural Pass**

Facebook:

The summer is almost over and so are the opportunities to use your 2019 Cultural Pass! (We're sad about it too.) Make sure you get in your last visits to our participating venues before August 10 so you don't miss out on any of the FREE fun! Visit [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass) for information about how you can get the most out of the end of your summer.

Twitter:

Sad that summer is coming to an end? Make the most of your last days of summer by taking advantage of your #CulturalPass presented by @Churchill-Downs! Visit [fundforthearts.org/culturalpass](http://fundforthearts.org/culturalpass) for more information about our participating venues.

## **August 6 – Highlight a Successful Summer**

Facebook:

What was your favorite moment of Summer 2019? We can think of a few! Thank you to everyone who participated in Cultural Pass 2019, presented by Churchill Downs in partnership with Metro Louisville, Fund for the Arts, Arts and Culture Alliance, and the Louisville Free Public Library. It was a summer filled with learning, art, culture, and creativity!

(Insert photos from the summer)

Twitter:

What was your favorite moment of Summer 2019? We can think of a few! A huge thank you to all participants, partners, and venues of #CulturalPass. It was a summer filled with learning, art, culture, and creativity!

(Insert photos from the summer)

# Utilize Your eNewsletter

**How often do you or your organization send out mass emails? Great. Now you have rich content to share in each of those upcoming communications.**

## **Sample language:**

Did you know Greater Louisville is home to one of the most innovative arts and cultural projects in the country? The 2018 Cultural Pass presented by Churchill Downs gets kids and families learning, playing, and exploring all summer long- for **free!**

[INSERT COMPELLING IMAGE]

Use the 2019 Cultural Pass to visit world-class institutions like the Louisville Science Center, Speed Art Museum, Louisville Zoo, and many more! Pick up your pass at any Bullitt County Public Library, Charlestown-Clark County Library, Floyd County Public Library, Harrison County Public Library, Jeffersonville Township Library, or Louisville Free Public Library location. Visit [www.fundforthearts.org/culturalpass](http://www.fundforthearts.org/culturalpass) for details.

# Utilize Your Blog

**Here is your chance to let your inner wordsmith shine. Give details. Use quotes. Drop in video/photos. Go for it.**

# We Are Here For You!

## Just Ask:

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