

## **BCA Promotional Support Policy**

Due to the large volume of BCA programming, BCA is only able to create original marketing content for direct BCA programs. This content includes social media posts, promotional emails, event listings on BCA's website and calendar, posters, and other print and digital promotional assets.

While BCA is unable to provide design or print support to outside organizations, the organization may on occasion be able to accommodate requests for sharing social posts by arts-related renters of BCA facilities and other departments of the City of Burlington. This support includes Facebook posts and/or Instagram stories exclusively. BCA must be tagged in these posts.

On the rare occasion that there is additional space in our social media schedule, BCA may consider sharing content from non-BCA/City-affiliated regional arts organizations. This level of sharing would likewise be limited to Facebook posts and/or Instagram stories.

For all inquiries, please contact BCA Communications Director John Flanagan at [jflanagan@burlingtoncityarts.org](mailto:jflanagan@burlingtoncityarts.org).