

# Salt Lake County Zoo, Arts & Parks (ZAP) Acknowledgement Checklist


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- ✓ Ensure you are using the proper ZAP Logo (Playbill, Brochure, Newsletter, etc.) and recognize ZAP at the donation level of funds received



**Old Logo** vs. **Draft Logo** [Patchy Font, “IS” on its side] vs. **Final Logo** [Clean font, “.ORG” on its side]

- ✓ Display ZAP banner &/or poster at ZAP supported events (ie. FREE days)
- ✓ Thank the public before the start of a performance (*Highly Encouraged!*)  
**Sample Verbal Statement (Long)**  
“[Organization’s name] would like to thank the residents of Salt Lake County for their continued support of arts, culture and recreation through the Salt Lake County Zoo, Arts & Parks (ZAP) Program. When you pay sales tax, one penny out of every \$10 is set aside to strengthen our community. Your support matters. Thank you!”  
**Sample Verbal Statement (Short)**  
“[Organization’s name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks (ZAP) Program. Your support matters. Thank you!”
- ✓ Display ZAP window cling in prominent location (ie. entry way/front door(s) or window(s)) of your organization
- ✓ Display ZAP logo on your website & ensure it links to proper URL  
[\[www.zapisyou.org\]](http://www.zapisyou.org)
- ✓ Help us reach our goal: ask your board, staff, friends & family to “Like” ZAP on Facebook and engage with us on Social Media

Turn Page 

## Other Considerations

- ✓ Acknowledge ZAP when using Newspaper Ads, Television, Radio, & on Social Media
  
- ✓ Email [PRZAP@slco.org](mailto:PRZAP@slco.org) to let ZAP staff know about your upcoming event(s) – please do not email ZAP staff directly, this clogs our inbox.  
*Information is used to help us promote your event(s) via ZAP social media*
  
- ✓ Invite the Salt Lake County Mayor & County Council (once per year)  
*Check list each year, as it could change -- terms end and new members join*
  
- ✓ Invite the ZAP Advisory Board [Tier I/Zoological or Tier II] to your event  
*Check list each year, as it could change -- terms end and new members join*
  
- ✓ Post your events on NowPlayingUtah.com (NPU)  
Reminder: The ZAP Program is not in charge of administering NPU event listings (we simply pull an RSS feed of events happening in Salt Lake County to post to the ZAP website). ZAP does not manage a separate calendar of our own.

## Other Resources that may be of Interest

- ✓ Always perform to a packed house...if you have extra tickets that you would like to give away (free)...keep the following organizations in mind:
  - Salt Lake County Zoo, Arts & Parks
  - Sharetix [[www.sharetix.org](http://www.sharetix.org)]
  
- ✓ Arts Post [<http://artspost.org/>]  
“Connecting the Local Arts Community. Opportunities for Artists.”