

# FAIR PAY PLEDGE

## *Signatory Instructions and Badge Display Guide*

Thank you for signing the ZU Arts Initiative Fair Pay Pledge. By committing to pay artists and crew fairly, you are helping shift the culture in Montezuma County and the Four Corners region, and making it possible for creative professionals to stay in and contribute to our community.

This guide walks you through everything you need to do next, from displaying your badge to making the most of your signatory status.

## PART 1: YOUR FAIR PAY PLEDGE BADGE

As a signatory, you will receive the official Fair Pay Pledge badge, a circular badge reading We Pay Artists and Crew with the ZU Arts Initiative name. Here is where and how to display it.

### WHERE TO DISPLAY IT

Your website footer or sidebar, a permanent visible location that signals your commitment to every visitor

Your About or Our Values page, near language describing your community involvement

Your email signature, a small version alongside your contact information

Your social media profiles as a profile frame or pinned post image

Printed materials like menus, event programs, posters, and table cards

Physical signage, a printed or vinyl version at your venue entrance or bar

### HOW TO ADD THE BADGE TO YOUR WEBSITE

ZAI will provide you with a PNG image file of the badge. Once you have it:

#### **Step 1: Host the image**

Upload the badge PNG to your website's media library or image folder.

You can also upload it to a free image host like Cloudinary, Imgur, or your Squarespace or Wix media library.

Copy the direct image URL (it should end in .png or .jpg).

### Step 2: Add the embed code to your site

ZAI provides ready-to-use HTML embed code in three formats:

Standard badge linking to [cortezarts.org](https://cortezarts.org)

Badge with caption text for sidebars and About pages

Footer strip version for dark background footers

Paste the code into your website's HTML editor or custom code block.

Replace YOUR-BADGE-IMAGE-URL with the image URL from Step 1.

### Step 3: Test it

Click the badge on your live site to confirm it links to [cortezarts.org](https://cortezarts.org).

Check that it looks correct on both desktop and mobile.

If you need help, email [grow@cortezarts.org](mailto:grow@cortezarts.org) and we are happy to assist.

*Not tech-savvy? No problem. Send us your website URL and we can provide step-by-step instructions specific to your platform (Squarespace, Wix, WordPress, etc.) or help you set it up directly.*

## PART 2: WHAT TO SAY AND SHARE

Displaying the badge is just the start. Here are ways to actively communicate your commitment and help normalize fair pay in your community.

### SOCIAL MEDIA

When you first sign the pledge, share it. ZAI will tag you and amplify. Suggested caption:

*"We're proud to sign the ZU Arts Initiative Fair Pay Pledge. When you perform or work crew at [VENUE NAME], you get paid, a guaranteed rate, on time, every time. Tips welcome on top. Artists and crew make our community worth showing up for."*

Tag: [@zuartsgallery](https://twitter.com/zuartsgallery)

### ON YOUR MENUS, PROGRAMS AND SIGNAGE

A simple one-line acknowledgment goes a long way. Add it anywhere your guests or customers will see it:

On menus or table cards: "All artists performing here are paid a guaranteed fair wage."

On event programs: "[Venue] is a proud signatory of the ZU Arts Initiative Fair Pay Pledge."

On posters: add the badge image alongside the artist lineup.

## WHEN BOOKING ARTISTS

Lead with your commitment when reaching out to book. Artists talk to each other and being known as a fair-pay venue is one of the best things you can do to attract quality talent:

Open with the rate: "We pay \$[amount] guaranteed for a [length] set."

Mention the pledge: "We're a Fair Pay Pledge signatory and you'll be paid at the end of the night."

Confirm in writing: use ZAI's free performance contract template for every booking.

## PART 3: YOUR LISTING ON CORTEZARTS.ORG

All Fair Pay Pledge signatories are listed on [cortezarts.org](http://cortezarts.org) as community supporters of fair artist pay. Your listing includes:

Your organization or venue name

Your website URL (linked)

Your badge displayed on your listing page

The date you signed the pledge

To ensure your listing is accurate, please send the following to [grow@cortezarts.org](mailto:grow@cortezarts.org) after signing:

Your official organization or venue name as you want it displayed

Your website URL

A one-sentence description of your business (optional but recommended)

Your logo or a photo (optional)

*Your listing helps artists and musicians know which venues to approach first. It also signals to the broader community that fair pay is a growing standard, not a rare exception.*

## PART 4: STAYING CONNECTED

Signing the pledge is a relationship, not a transaction. Here is how ZAI will stay in touch and support you:

Annual pledge renewal reminder. We will reach out each year to confirm your continued commitment and update your listing.

ZAI newsletter with news about local artists, fair pay advocacy, and upcoming events.

Invitations to ZAI events. As a signatory you will be first to hear about workshops, Rate Guide updates, and community gatherings.

Recognition in ZAI grant reports and impact materials. Your support helps us tell the story of what is possible in rural Colorado.

### **Questions? Updates to your listing? Need help with the badge embed?**

Contact us any time at [grow@cortezarts.org](mailto:grow@cortezarts.org) or visit [cortezarts.org](http://cortezarts.org).

## COMMON QUESTIONS

### **Is this a union?**

No. The Pledge is voluntary. ZAI is building a community standard, not a collective bargaining unit. No venue is being compelled to sign and no artist is being organized as an employee.

### **What if a signatory does not follow through?**

Public accountability is the mechanism. Signatories are listed on [cortezarts.org](http://cortezarts.org). Musicians in this community talk to each other. ZAI will reach out annually to reaffirm commitment. A venue that signs and then treats artists poorly will be known for it.

### **Does signing cost anything?**

No. There is no fee to sign. The commitment is the point.

### **Can I remove my name after signing?**

Yes. Email [grow@cortezarts.org](mailto:grow@cortezarts.org) and we will remove your listing. We would appreciate hearing why.

*For the full FAQ visit [cortezarts.org](http://cortezarts.org) or email [grow@cortezarts.org](mailto:grow@cortezarts.org).*

*Thank you for helping build a community where artists and crew  
**are paid, respected, and able to stay.***

ZU Arts Initiative | [cortezarts.org](http://cortezarts.org) | [grow@cortezarts.org](mailto:grow@cortezarts.org)

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