
Fact Sheet Template

A fact sheet is a snapshot of an organization, an arts event, or a service. Fact sheets are often tucked into press kits, or may accompany a press release. Following is a template for an organization fact sheet. If any of the headings do not apply to your company (for instance, you have no branch offices), don't include them on your fact sheet.

Business: Briefly describe the nature of your business; this may take more than one line.

Founded: List year founded, include date if it's less than a year old.

Headquarters: Give the address of your headquarters. Include phone number, fax number and URL (website address)

Branch or Satellite Offices: List other locations, if any; city and state are fine, address unnecessary

Artistic Leadership: List names and titles held

Administrative Leadership & Employees: List names and titles; State number of employees

Board Officers: List names of officers, titles held

Annual Attendance: State figures and cite year the figures are good for

Season/Exhibition Schedule: List current season and exhibitions here

Major Events: Include timeline here, historical events of significance to the company (founding, mergers, awards). This is certainly optional; a lot of fact sheets do not include this information.

Media Contact: List the internal person responsible for responding to media inquiries; give title; list complete contact information including phone number, fax number, e-mail address.