

Recognize Your Funders

▶ A guide for groups funded by
SaskCulture & Saskatchewan Lotteries

Sask *Culture*

FUNDING
PROVIDED BY

Saskatchewan
LOTTERIES





You have received a grant from the Culture Section of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. As a grant recipient, you are required to recognize SaskCulture/Saskatchewan Lotteries in your promotions and event plans.

ABOUT YOUR FUNDING PARTNERS



Saskatchewan Lotteries is a fundraiser for over 12,000 sport,

culture and recreation groups in Saskatchewan. Proceeds from every ticket sold in Saskatchewan – such as Lotto 649, Western 649, Lotto Max, Sport Select and Scratch 'n Win, go into the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation to support volunteer sport, culture and recreation activities throughout the province.



SaskCulture Inc., a non-profit, provincial cultural organization (not a government agency), works with over 130 member cultural organizations to nurture cultural development and build a culturally vibrant province. SaskCulture along with its partners – Sask Sports and Saskatchewan Parks and Recreation Association – manage the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. SaskCulture manages the Culture Section of this fund.

IN MANAGING THE CULTURE SECTION OF THE TRUST FUND, SASKCULTURE AIMS TO:

- Nurture a volunteer and community-driven network;
- Support healthy, active lifestyles;
- Strive to be inclusive and accessible to all;
- Build leaders for tomorrow;
- Build quality of life through the provision of culture programs that contribute to a healthy province; and
- Promote the benefits of Saskatchewan Lotteries funding.

SASKCULTURE OFFERS:

- A wide range of funding programs to support community cultural activity;
- Different organizational development opportunities;
- Linkages to a diverse cultural network;
- Province-wide promotions; and
- A voice for culture in the province.

Wherever possible, please promote SaskCulture and Saskatchewan Lotteries as the funder, or one of the funders, of your activities. This recognition is important to us!



LOGO USAGE GUIDELINES

The following guide outlines proper usage of the SaskCulture logo to maintain consistent representation of the brand. The association between SaskCulture and Saskatchewan Lotteries must be indicated at all times as illustrated below.

FULL COLOUR

HORIZONTAL ORIENTATION



VERTICAL ORIENTATION



REVERSE



ONE COLOUR



ALT VERSION



SaskCulture

● PANTONE 281 • CMYK 100-85-5-20 • RGB 0-38-100

● PANTONE 194 • CMYK 7-100-54-35 • RGB 151-35-63

Saskatchewan Lotteries

● PANTONE 355 • CMYK 95-0-98-0 • RGB 0-155-58

● PANTONE 300 • CMYK 100-42-0-0 • RGB 0-101-189

● PANTONE Red 32 • CMYK 0-91-87-0 • RGB 239-62-51

● PANTONE Black 3 • CMYK 72-46-56-95 • RGB 37-44-38

► SIZING

The logo must be reproduced at an appropriate size to maintain legibility. As a standard measure, the uppercase 'C' of the SaskCulture logo should be a minimum of 0.3 inch high.



► CLEAR SPACE

A standard measure of space must be maintained around the logo. The standard will be established by using the lowercase 'e' of the SaskCulture logo.



► IMPROPER USAGE

In order to maintain brand equity and consistency, alterations and modifications to the logo are not permitted.



► FUNDING RECOGNITION

If SaskCulture provides majority of funding, other funder/sponsor logos should follow at equal or smaller size. If SaskCulture provides equal or less funding, the SaskCulture/Saskatchewan Lotteries logo should follow the other funders at equal or smaller size.

► LOGO FILES

For optimal reproduction, it is recommended that vector files (EPS, AI or PDF) are used or high resolution bitmaps (JPG, PGN or GIF). Logos available at www.saskculture.ca



PROMOTIONAL MATERIALS

It is important that SaskCulture and Saskatchewan Lotteries are recognized for financial and in-kind support in all promotional materials. It is equally important that the integrity of the SaskCulture and Saskatchewan Lotteries brand is consistent and unwavering.

The following is a list of examples where sponsorship recognition should be made:

- **Brochures**
- **Poster/Flyers**
- **Event Programmes**
- **Newsletters (print)**
- **Newsletters (electronic)**
- **Annual Report**
- **Advertisements**
- **Websites (Live Links)**
- **Social Media sites**
- Funded publications (DVD, CD, video credit)
- Promotional items
- Letterhead
- Folders
- Displays
- Agendas

* The items marked in bold are mandatory for Eligible Organizations receiving funding from Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation.



Examples of promotional items for SaskCulture

REMEMBER

- Logos should appear in a visible position on the front or back page, whenever possible.
- Use logos in advertisements whenever possible. Any group receiving operational dollars is expected to include SaskCulture/Saskatchewan Lotteries logo in paid/unpaid advertisements.
- For promotional items, such as mugs, pens, key chains, etc., use the SaskCulture/Saskatchewan Lotteries logos if space is available.
- If your organization receives operational funding, the logos should appear on the home page of your website. If receiving project funding, the logos should appear on promotional or sponsor page and link to www.saskculture.ca
- Online newsletters and other promotions should include logos or an attribution line recognizing both SaskCulture and Saskatchewan Lotteries.
- Be sure to recognize SaskCulture/Saskatchewan Lotteries when promoting activities and events with other partners.
- A sample attribution line: "Brought to you with funding assistance from SaskCulture Inc., thanks to the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation."
- Or when in partnership: "Thanks to partners, (your organizations), Saskatchewan Arts Board and SaskCulture/Saskatchewan Lotteries, we are able to be here today."

A SPECIAL WORD ABOUT ANNUAL REPORTS

- Your financial audit and your annual report should recognize funding received from Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. **USE FULL NAME.**
- Do not use "Sask. Lotteries" or "Sask. Trust" – these are not proper names for this Fund.
- Do not list as a government grant. The grant should be listed separately and not be mixed in with funding provided by any level of government.



PUBLIC EVENTS

Recognizing SaskCulture and Saskatchewan Lotteries as funders of your event helps raise public awareness and enables us to continue to support other community initiatives.

Sponsorship recognition at your event could be achieved in the form of:

- Signage – print and electronic
- Displays
- Invitations
- Public Service Announcements
- Media Releases
- Tickets (if space and costs are not prohibitive)
- Programmes
- Greetings from SaskCulture representative
- Speeches
- Introductions/Recognition

It is your responsibility to ensure that SaskCulture is aware of, and recognized at, your events, activities and public addresses.

REMEMBER

- Each funding recipient will receive a SaskCulture/Saskatchewan Lotteries paper banner to display at their events. Contact SaskCulture if more copies are needed.
- SaskCulture & Saskatchewan Lotteries vinyl banners (various sizes 6", 8" & 10") are available on loan.
- Groups receiving operational funding should recognize SaskCulture/Saskatchewan Lotteries on public display materials in a visible location.
- Acknowledge SaskCulture and Saskatchewan Lotteries as funders of your activity or organization in speeches to your members or stakeholders at annual general meetings or media events.
- Whenever possible, remind your audience of the importance of Saskatchewan Lotteries ticket sales.
- It is appropriate to recognize SaskCulture Board Members as dignitaries when present at your events, even if they do not have a speaking role. These are volunteers who are working for the benefit of the cultural community at large.
- If SaskCulture/Saskatchewan Lotteries is one of your major funding partners, send us a copy of your news releases, public services announcements and public invitations.
- SaskCulture representatives can be invited to bring greetings at your event, but it is not an obligation of funding. A SaskCulture spokesperson will bring greetings or provide written greetings for your event programme. Contact SaskCulture 2-3 weeks ahead of time to make arrangements.
- It is up to your organization to determine whether or not to include SaskCulture as an invited guest, or invite a spokesperson to bring greetings. It is not an obligation of funding.

All requests can be directed to SaskCulture at:
saskculture.info@saskculture.ca • 306-780-9284



HELPING YOUR STAKEHOLDERS

► MEMBER FUNDING

If you provide funding to member organizations, it is important that they also recognize SaskCulture/Saskatchewan Lotteries. Your organization should have a Member Funding Policy in place, and Member Funding Guidelines that outline this obligation. Ensure funding recipients have a pre-produced tagline (see sample), or proper instructions, for recognizing multiple funders. Note: It is not enough to only recognize your organization, if groups receive funding from SaskCulture/Saskatchewan Lotteries.

► ENSURE YOUR BOARD IS AWARE

If SaskCulture/Saskatchewan Lotteries is one of your major funders, it is important that your volunteer board members are aware of this relationship. You may want to include a presentation on these two organizations as part of your Board Orientation. Backgrounders and online presentations will be available at www.saskculture.ca.



Example of advertisement for Saskatchewan Lotteries

We should all be proud of the unique, and truly MADE-IN-SASKATCHEWAN approach to supporting cultural activity in this province!

► GET THE MESSAGE TO YOUR NETWORK

Beyond funding, sharing the message of *Culture Builds Community!* and SaskCulture/Saskatchewan Lotteries is important to the continued support to the sector at large. Whenever possible:

- Use Culture Builds Community advertisements that are available at www.saskculture.ca.
- Reference support for SaskCulture/Saskatchewan Lotteries through Facebook and Twitter.
- Forward SaskCulture E-Update and other SaskCulture/Saskatchewan Lotteries promotions.
- Acknowledge SaskCulture/Saskatchewan Lotteries on plaques attached to mural projects, any permanent structure or public art that lists funding sponsors. If a cultural product, such as a book, manual or CD/DVD is created, include the logos in a sponsorship area.
- Use "Culture Builds Community" banners at your events.

► PROVIDE EVIDENCE OF SUPPORT

Funded groups should be prepared to provide evidence, either through their follow-ups, or during in-person consultations, to show evidence that they are meeting the recognition requirements.

These recognition requirements are expected as part of the funding agreement. Failure to provide required recognition will be noted and may impact future funding eligibility.

Any questions about the requirements of funding recipients should be directed to SaskCulture's Outreach Consultants, or by contacting SaskCulture at 306-780-9284 or toll-free 1-866-476-6830 or saskculture.info@saskculture.sk.ca

By promoting SaskCulture and Saskatchewan Lotteries...we all win!



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 /SaskCulture  @SaskCulture

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