

Arts and Culture Grants

Recognition Guidelines

In acknowledgement of grant funding or other supports provided to your organization, activity or event, it is expected that North Vancouver Recreation & Culture receive appropriate recognition as follows:

Logo Recognition

- (1) Standard format copies (colour, vertical and horizontal) of the NVRC logo are provided at: <https://www.nvrc.ca/artsandculturegrants/grant-recognition>.
- (2) Other formats of the logo may be available upon request.
- (3) The NVRC logo should only be used with permission, if you have received financial support in the form of an NVRC grant, or if your program or activity is otherwise delivered in partnership with the NVRC.
- (4) Please reference the **Visual Brand Guidelines** – ‘Quick Guide’ and ‘Improper Use’ pages to ensure correct use of the NVRC logo.

Please provide acknowledgement of grant support in the form of logo recognition on:

- **Program Materials** – e.g. booklets, exhibit catalogues, info sheets, programs
 - **Visual Media Advertising** – e.g. brochures, (event) signage, postcards, posters, print ads
 - **Electronic Media** – e.g. web site, digital media ads
 - **Communications Materials** – e.g. AGM Annual Report, newsletters (printed and electronic)
 - **Presentation Materials** – e.g. papers, presentations, reports
- PLUS
- *Any printed or electronic materials where another funder or sponsor receives logo recognition*

Logo Samples



NORTH VANCOUVER
Recreation
& Culture



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Written Acknowledgement of Support

Include a written statement, using the following or substantially similar script, indicating either that the organization or the activity *“is supported by the City of North Vancouver and the District of North Vancouver through the Arts & Culture Grants Program of the North Vancouver Recreation & Culture Commission.”*

Where space permits, please provide Written Acknowledgement IN ADDITION TO LOGO RECOGNITION (preferred) or AS AN ALTERNATIVE TO LOGO RECOGNITION on:

- **Program Materials** – e.g. booklets, exhibit catalogues, info sheets, programs
 - **Electronic Media** – e.g. web site
 - **Communications Materials** – e.g. AGM Annual Report, newsletters (printed and electronic)
 - **Presentation Materials** – e.g. papers, presentations, reports
- PLUS
- *Any printed or electronic materials where another funder or sponsor receives similar written recognition*

Verbal or Spoken Acknowledgement of Support

Provide a verbal acknowledgement, using the following or substantially similar script, indicating either that the organization or the activity *“is supported by the City of North Vancouver and the District of North Vancouver through the Arts & Culture Grants Program of the North Vancouver Recreation & Culture Commission”* at:

- Opening Ceremonies
 - Event Openings
 - Curtain Speeches
 - Stage Announcements
 - an AGM, conference or presentation
- PLUS
- *Any other occasion that another funder or sponsor receives similar verbal or spoken recognition*

Opportunities for Inclusion in Print Materials

(1) Provide space for **‘Welcoming Remarks’** by the Mayors of **both** the City and District of North Vancouver in:

- Event & Festival Programs
- Season Brochures
- Major Event/Exhibit Publications

... including as part of any electronic/web-based versions of the above.

- (2) Please work directly with the Mayors' Offices and Communications Staff of the City and District to coordinate the provision and graphic layout and of any 'Welcoming Remarks.'
- (3) Upon request by NVRC staff, please provide complimentary space for an NVRC ad in:
 - **Program Materials** – e.g. exhibit catalogues, programs
 - **Event Materials** – e.g. event and festival programs
 - **Marketing Materials** – e.g. season-promoting brochures
 - **Communications Materials** – e.g. newsletters (printed and electronic)
- (4) Such ads will be used to conduct outreach and to promote NVRC support programs to the arts and cultural communities. Camera-ready copy of ads will be supplied by NVRC.
- (5) Upon receipt of Notice of Award, please advise the Grants Program Officer of the proposed print and publication schedule.

Opportunities to Attend and/or Participate

- (1) Provide an opportunity for the Mayors of **both** the City and District of North Vancouver, or for their appointed representatives, to participate in Opening Ceremonies (Events and Festivals) or at other Event Openings, including an opportunity for the Mayors to offer 'Welcoming Remarks' from the stage.
- (2) Provide verbal acknowledgement and thanks for the support provided.
- (3) Please work directly with the Mayors' Offices to coordinate their attendance.
- (4) Where applicable, please provide complimentary tickets or event passes for Mayors & Councils.
- (5) Upon request by NVRC staff, please provide a complimentary opportunity for the NVRC to have a display space (booth or tent) at the event. Such opportunities will be used to conduct targeted outreach and research.