

Acknowledgement of Public Funds



The Montgomery County Arts & Cultural District is pleased to be able to partner with you by providing funding for your special project.

The following pages relate to **Section 4** of the contract your organization signed in order to receive a grant from “the Arts District.” This material should be reviewed by both the person signing the grant agreement and the appropriate marketing staff of your organization.

It explains the requirements for crediting Montgomery County that your organization is contractually obligated to fulfill. Failure to comply with all terms of the Grant Agreement may jeopardize future funding. Compliance with these requirements will be reviewed when your organization requests grants in the future.

Section 4. Publication of Source of Grant Grantee shall acknowledge **Montgomery County** as the funding source for the Project in all promotion, publicity, publications, films and videotapes, and programs (electronic or print). The current County logo and the following credit shall be prominently positioned: “Public funding for this project has been made possible with a grant from Montgomery County.”

I hereby acknowledge the public support that helps make our project possible; and agree to give appropriate credit to Montgomery County in our promotions, publicity and publications and other acknowledgements of our contributors.

Name

Date

Title

Return this form with your contract and go to http://www.mcoho.org/services/ced/art_cultural.html to see suggestions and guidelines for implementation.

Credit and Publicity Guidelines

Impact Of Public Funding

Local, State and Federal funding for the arts has been vulnerable because many people are unaware of the impact public funding has on people's lives and within communities. You can inform people about the partnership between your organization and the Montgomery County Arts and Cultural District by following these guidelines and also by printing an article/story in your organization's newsletter. A sample article and news releases are attached.

Promotional Materials

Grant recipients must give logo credit to Montgomery County regarding all activities that the County funds. The logo should appear in such promotional materials as newsletters, calendars, catalogues, brochures, flyers, posters, programs, postcard announcements, newspapers, programs, films and other media forms, electronic transmissions, including Internet sites regarding all activities for which County funds are used. Organizations that receive General Operating Support from the County must provide the aforementioned credit in all promotional materials.

Programs

Credit must be given on the title page of all programs printed by grant recipients in a font size not smaller than 8-point. Montgomery County also must be listed in the donor category that is most appropriate to the level of financial support that the organization received from the County.

For arts education programs credit must appear on the program or flyers used in residency-related events. In lieu of a written program, verbal credit should be made during the event.

Educational Materials

Logo credit must be given to the County in all educational materials distributed in association with any County-funded program or exhibition, including brochures, pamphlets, flyers, postcards, etc. Organizations that receive General Operating Support also must provide the aforementioned credit in their educational materials.

Print Advertising

Logo credit must be given to the County in all print advertising placed by a grant recipient that is 10 column inches or larger. Billboard advertising must include the County logo. Any advertising, regardless of size or length, placed by a grant recipient that credits a specific funding source also must credit the County. When the financial support of the County comprises the largest share of multiple sources of financial support for a project, performance or exhibition, acknowledgment of County support shall be proportionally more prominent in the printed, audio and video materials, publicity and advertising than acknowledgment of other sources of financial support. Residency sponsors should adjust size and placement to be appropriate to the advertising design. Organizations that receive General Operating support must provide the aforementioned credit in all ads.

Electronic Advertising

Logo credit must be given to the County in all electronic advertising including television and the Internet. Organizations must use the Montgomery County logo on their websites along with a hyperlink back to the County web site. For General Operating Support, the County credit logo must appear on the front page of the organization's web site or on the web page designated for donor recognition that corresponds to the County-funded project. When the financial support of the County comprises the largest share of multiple sources of financial support for a project, performance or exhibition,

acknowledgement of County support shall be proportionally more prominent in the electronic advertising than acknowledgement of other sources of financial support. Residency sponsors must credit County in all advertising that is residency-related.

Exhibition Signage

For any exhibition presented with funding from the County or for organizations that receive operating support, exhibition wall text must include the County listed with other major public, private and corporate sponsors, in proportional order of the size of contribution. If there is no sponsors' list in the wall text a placard must be placed at the entrance to the exhibition crediting the County as follows:

Public funding for this project has been made possible with a grant from Montgomery County.

Promotional Appearances and Newspaper Interviews

During television and radio appearances by representatives of the grant recipient, oral credit must be given at least once during a broadcast to acknowledge the support the grant recipient received from the County toward its project or program. The grant recipient also must acknowledge the County's support in any newspaper interviews about the grant recipient's programs.

News Releases

News releases must credit Montgomery County support and should state, *Public funding for this project has been made possible with a grant from Montgomery County.*

A sample news release is attached to these guidelines.

Oral Credit

When written credit is not applicable, at times when announcements are made from a stage (e.g. at a performance), or in cases where there is no printed program, oral credit shall be given before each event or performance. Non-written announcements apply to radio broadcasts and audio descriptions for people who are hearing impaired. If an announcement is not feasible, a sign must be placed at the entrance to the event crediting the County as follows:

Public funding for this project has been made possible with a grant from Montgomery County.

Organizations that receive General Operating support also must provide the aforementioned credit.

The Arts and Cultural District reserves the right to negotiate additional requirements regarding credit and publicity case by case.

Collaborators

Organizations that are official collaborators with the primary grant recipient must comply with the aforementioned requirements. The grant recipient is responsible for informing all of its collaborators about this policy and seeing that they fulfill these obligations.

Co-Sponsorship

Under no circumstances may a grant recipient state or imply that its programs and activities are sponsored, co-sponsored or presented by Montgomery County without expressed, written consent from the Arts and Cultural District.

Summary for Use of the Credit Logo

You must credit Montgomery County for the support it provides by using the County's current credit logo. The logo must be reproduced as a unit without alteration. Color and black/white logos are available in a variety of formats. To obtain a logo please contact the grants administrator at Culture Works, 222-2728 or Matt Dunn (Montgomery County) at dunnm@mcoho.org or by calling 224-3850.

Below is a short list of examples in which Montgomery County should be recognized in promotional materials and activities.

- Demonstrate your appreciation of Montgomery County support by placing the logo on postcards and promotional brochures that are mailed to your patrons.
- Incorporate the Montgomery County logo into your regular newsletter to recognize your receipt of public dollars for the arts.
- Incorporate the Montgomery County logo into your playbills, programs, leaflets and handouts that are distributed to visitors.
- Create a link to the Montgomery County on your organization's web site.
- Add the Montgomery County logo to posters and banners displayed in your community to promote your programs.
- Acknowledge Montgomery County support in press releases and other communications.

Additional Suggestions and Sample Materials

Here are some suggestions for other ways you can help to inform people about the importance of public funding to the life of your organization and your community:

- Write an article for your newsletter about the importance of County support and the difference it makes to your organization.
- Arrange for an article to be written in your local newspaper about the County's support of your organization.
- Invite the Arts District's executive director, chairman or a board member to speak at one of your important events.
- Write an opinion piece or a letter to the editor crediting the County for support of your organization.
- Create a lobby display or some other public exhibit for your library, town hall, school, etc. For example, showcase children's work or other County-supported activities.
- Hang a "Thank You, Montgomery County" banner in your lobby.
- Have children make posters or write letters thanking the County for its support.
- Send a special letter home to parents from the principal of your school or executive director of your organization explaining the work of the County and the programs supported in your school or organization.

Sample Newsletter Article

The (name of your organization) is one of dozens of cultural organizations that successfully competed for grants from the Montgomery County Arts and Cultural District this year.

The Arts and Cultural District is a special purpose unit of government, in Montgomery County, that funds and supports quality arts experiences to strengthen greater Dayton communities culturally, educationally and economically. The County's grants to arts organizations help make programs available to broad audiences, keep ticket prices down and allow groups to undertake innovative programming.

The Arts and Cultural District also supports programs that bring artists into classrooms. Studies show that when the arts are a significant part of a child's education and are used to help teach humanities, science and other curricula, cognitive and work skills are enhanced, creative and critical thinking skills develop, truancy is reduced and self-esteem increases.

Ohio is home to thousands of artists who are vital to the state's cultural richness. Montgomery County is committed to supporting their creative talent. Artists who receive grants participate in public presentations so the public can see the results of its investment firsthand.

Other funded programs throughout the County include festivals, exhibitions and performances to educational programs for adults and children.

Thanks to the County's investment, cultural resources like (your organization name) are integral to the quality of life in the Miami Valley.

Sample News Release

Date

For Immediate Release

Organization Contact Name

(Name of your organization) is pleased to announce that it has received a grant of \$_____ from the Montgomery County Arts and Cultural District. This grant was awarded through the Special Projects Grant Program and will support (summarize).

Grants are awarded through a competitive process. This grant indicates that (name of organization) provides the highest level of quality in its programs, community outreach and administration. (Describe in more detail the public programs and the numbers of people who will be served by this grant. Indicate the amount of private dollars this grant leverages.)

(Put in a quote from your legislator. Draft a quote for your legislators to review and approve. For example, they could comment on how public support enables your organization to reach new audiences, foster community development, provide the highest quality programming, develop models for integrating the arts into the curriculum, etc.)

Through the Montgomery County Arts and Cultural District, Montgomery County annually distributes \$1 million to area arts organizations through General Operating Support Grants, Special Project Grants, and through Individual Artist Fellowships. The Arts and Cultural District is a special-purpose unit of government whose mission is to support, nurture, and encourage the development and preservation of arts and culture in Montgomery County.

Sample News Release (when writing specifically about your project)

Date

For Immediate Release

Organization Contact Name

Body of the news release promoting your program. The final sentence should state, "Public funding for this project has been made possible with a grant from Montgomery County."