

# Policy for the Acknowledgement of Funding



## Introduction

One of the conditions of accepting assistance from the Arts Council is that you acknowledge our support.

By accepting your funding award, you have made a commitment to acknowledge our support publicly. You should do this by featuring our logo on all of your related information, marketing and publicity materials. It is therefore important that you apply for funding in advance of printing your publicity items.

Please be aware that applications for funding have to be made to a funding meeting of the Arts Council at least three months before the date your project begins. The deadline dates before which applications for funding must be received are available on our website at [www.iomarts.com](http://www.iomarts.com), by emailing [iomartscouncil@gov.im](mailto:iomartscouncil@gov.im) or by telephoning the office on 694598.

## Why it is important to acknowledge our support

The Arts Council supports arts and culture using the tax revenue raised on the purchase of lottery tickets.

A condition of support for funding for arts and culture is knowing where and how money is being spent. This is why using an acknowledgement logo is a condition of receiving your funding award.

Only artists and arts and culture organisations in receipt of support from us can use our acknowledgement logos. We hope you will use it widely and regard it as visual recognition of your success.

## Logo Use

Everyone who visits your project, takes part in your activities or uses your services must be able to see that it was funded by Arts Council and the following section gives more information on how and where we expect you to use our logo:

- **Publications:** All promotional or publicity material, including press releases\*, leaflets, posters, brochures, programme and annual reports.
- **Websites:** If your project has a website, our logo must appear somewhere, preferably on the home page. A link to the Arts Council website must be included.
- **Multimedia formats** Acknowledgement must be made on CDs, DVDs and any other multimedia technology including Blogs etc.

Acknowledgment of your funding should last the lifetime of the project.

*\* The Arts Council recognises that you cannot always control what is printed in the media but recommends that you stress the importance of sponsorship and encourage the naming of your sponsors.*

### **Logo Size and Colour**

The logos have been specially created so please do not redraw or alter them at all. Please do not recolour the logo, stretch it, crop it or rotate it. To make sure the logo is clear and easy to read, please ensure you use the guidance notes available on our website at [www.iomarts.com](http://www.iomarts.com) or on request via email from [iomartscouncil@gov.im](mailto:iomartscouncil@gov.im).

You may get funding from other sources but if the Arts Council is the greatest funder of the project then we expect our logo to have the greatest prominence.

If you are working with other organisations who have given you other types of support it is understandable that you and the sponsor will want this help recognised. However, you must manage this in such a way as not to imply they have funded the entire project.

### **Programmes**

In addition to the placing of our logo, if a programme is produced for your event a half page advert must be made available to the Arts Council at no charge. Copy will be provided by the Arts Council of the wording to be used.

### **Media Representation**

Your funding must be acknowledged at any event you host, particularly where there will be media representation. During radio interviews you should acknowledge the funding you have received from the Arts Council. The Arts Council recognises that you cannot always control what is edited for broadcast but recommends that you stress the importance of sponsorship encourages the naming of sponsors.

### **Monitoring and Compliance**

Your End of Project Monitoring Report will need to include a list of where and when you have acknowledged your Arts Council funding and during the lifetime of your funding we will look for appropriate visual recognition of our funding in order to assess the progress of your project. Failure to meet the requirement to acknowledge funding from the Arts Council may result in grants being withheld or recouped and future funding applications being rejected.

If you have any difficulty managing this requirement please contact the Isle of Man Arts Council for advice on 694598.