



SAULT STE. MARIE

City of Sault Ste. Marie Arts and Culture Assistance Program Funding Acknowledgement

Updated April 2024

If you've been awarded a grant through the City of Sault Ste. Marie Arts and Culture Assistance Program (ACAP), we encourage you to spread the word. Your acknowledgement of ACAP funding not only highlights your achievements but also showcases the City of Sault Ste. Marie's commitment to supporting arts and culture within our community.

Acknowledging Funding

We ask you to acknowledge that you received support from the City of Sault Ste. Marie in the development of your communications materials (where relevant and appropriate) as they relate to your ACAP supported project, activity, or event.

How to Acknowledge Funding in Written Format

Use the following statement when acknowledging the support from the City of Sault Ste. Marie in your written materials:

"This project is proudly supported by the City of Sault Ste. Marie's Arts and Culture Assistance Program."

Areas To Include Acknowledgement

Include your acknowledgement of the City's support across various platforms including events, websites, social media, and media engagements as outlined below:

At Events (in person or virtual):

- Include the City of Sault Ste. Marie's logo and a written message on event programs, PowerPoint or digital presentations and printed materials where applicable.
- Verbally recognize the City's support in speeches or remarks at your activity or event by stating *"This project has been made possible with the support of the City of Sault Ste. Marie's Arts and Culture Assistance Program"*.

On Promotional Materials:

- Include the City of Sault Ste. Marie's logo on promotional materials such as brochures, programs, posters, flyers, and signage developed for your ACAP supported project, activity, or event.

If the format of your promotional material allows, please include the following text: *“This project is proudly supported by the City of Sault Ste. Marie’s Arts and Culture Assistance Program.”*

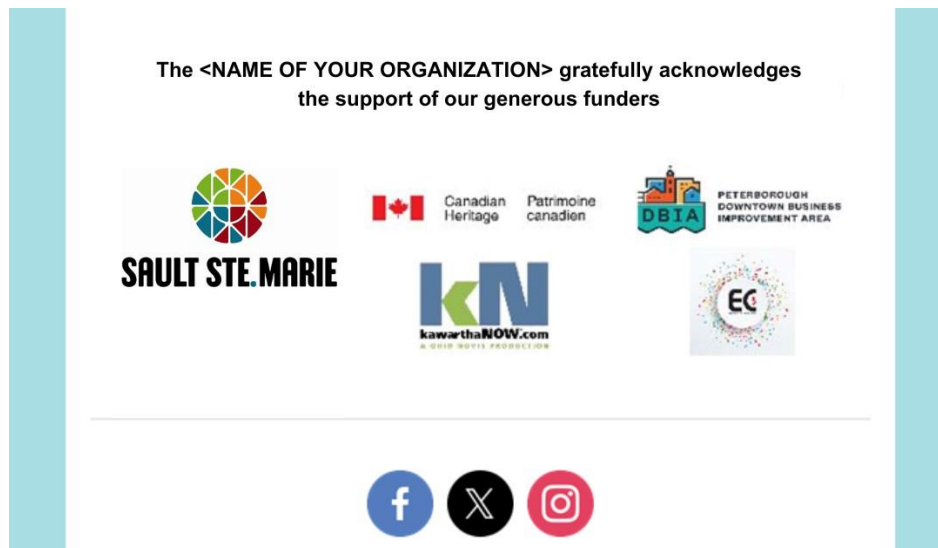
Online (websites and social media channels):

- Feature the City of Sault Ste. Marie’s logo along with the provided message on a funding/supporters page of your website, and on social media channels accompanied by a link to our website (www.artsandcultureessm.ca)
- Tag us on Facebook or Instagram using our accounts @artsandcultureessm and include the hashtag #artsandcultureessm in your social media posts related to your project, activity, or event. If your content and format allow, include the phrase *“This project is proudly supported by the City of Sault Ste. Marie’s Arts and Culture Assistance Program.”*

In Correspondence (emails or official letters):

- Include the City’s logo and and/or a written message acknowledging support in email footers for large-scale communications and promotions about the supported project, activity, or event.

Example:



In Press Releases/Media Interviews:

- Include the provided statement into any press release or promotional material to promote your project, activity, or event: *“This project is proudly supported by the City of Sault Ste. Marie’s Arts and Culture Assistance Program.”*
- During media interviews, indicate that this project, activity, or event received funding through the City of Sault Ste. Marie’s Arts and Culture Assistance Program.

Other Materials:

Include the City of Sault Ste. Marie’s logo and the written message in the publication or production of any of the following items:

- In books, periodicals, published literature;
- In music, film, or video credits;
- Inside CD, LP, DVD covers

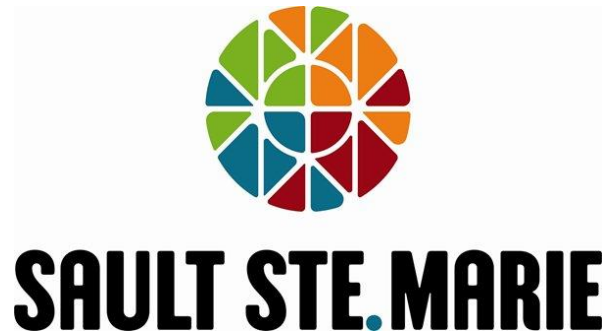
If appropriate, include the following text within these materials as well: *“This project is proudly supported by the City of Sault Ste. Marie’s Arts and Culture Assistance Program.”*

Using the City’s Logo

The City logo pictured below is the preferred logo to be used when acknowledging support of ACAP funding.

When designing materials that support your ACAP funded project, activity, or event, please note that there must be a minimum of ½ inch of clear space that surrounds the logo on all sides. Please avoid adding other graphics, images, or text within this clear area.

Example, Preferred City Logo:



If you have additional questions or concerns regarding ACAP funding acknowledgement and the use of the City logo, please contact:

Aliesha Moore

Arts and Culture Lead

City of Sault Ste. Marie

a.moore@cityssm.on.ca

705-989-8240