

ARTS & OLDER PEOPLE PROGRAMME

How to acknowledge your grant

Logos:

Congratulations on receiving a grant through the Arts & Older People Programme. It is a condition of accepting your grant that you now acknowledge the fund and the funding bodies, which are:

- Arts Council of Northern Ireland through its National Lottery Fund
- Public Health Agency
- The Baring Foundation

You must acknowledge this funding by including the three logos and the following sentence of acknowledgment on all associated promotional and press materials, including your website:

Sentence of Acknowledgment:

Supported by the Arts & Older People Programme

Logos (to be included with the Sentence of Acknowledgment):



Where to find our logos:

A section of the Arts Council's website is dedicated to the Arts & Older People Programme. You will find all information relating to the programme there:

www.artscouncil-ni.org

- Click the '[The Arts](#)' tab at the top of the website page
- The [Arts & Older People Programme](#) is listed under the Participatory Arts heading

Brand Guidelines:

- The Arts Council, National Lottery, PHA and The Baring Foundation have published brand guidelines on how to use our logos.

Rule of thumb:

- Logos must be prominent and clearly visible
- Size and positioning of logos should reflect the size of the grant in relation to other funders

If you are still unsure about the use of the logos, contact the Arts Council on:

Tel: 028 9262 3555 Email: lcalderswood@artscouncil-ni.org

What else you should do to acknowledge your grant:

Launch Events

- Acknowledge your funders in the project leader's speech
- Display an Arts & Older People Programme pop-up banner (available free from the Arts Council)
- Offer a speaking opportunity to an Arts Council/PHA representative
- Offer a photo opportunity to an Arts Council/PHA representative

Event Programmes

If you are producing an exhibition or event programme in association with your Arts & Older People project, please consider the *overall* profile given to the Arts Council, PHA and The Baring Foundation in relation to that of other funders / sponsors / partners – does it reflect the level of support given by your principal funders?

- Prominent logos
- Foreword by the Arts Council/PHA/The Baring Foundation
- Advertising space
- Acknowledgement of the impact of your funding

Press Releases*

Newspapers will not include funders' logos in their articles, so please also include a sentence in the main body of your press release acknowledging your grant, eg:

- "Supported by the Arts Council of Northern Ireland National Lottery fund, the Public Health Agency and The Baring Foundation through the Arts & Older People Programme."
- For major press announcements, contact the Arts Council for a quote endorsing your project.

Press and Broadcast Media Interviews*

- Acknowledge your funders. Verbally use the line above, "We are supported by ..."
- If you are arranging media interviews, try to include an Arts Council/PHA representative

*Media Toolkit

The Arts Council has produced an accompanying 'Media Toolkit' which is designed to help you get the story of your project out to the public. The Media Toolkit offers guidance on contacting your local media, preparing press releases and social media.

Useful contact:

Lorraine Calderwood
Arts & Older People Programme Manager
Arts Council of Northern Ireland
Tel: 028 9262 3555 Email: lcalderwood@artscouncil-ni.org