

Image: Graziano Di Martino

City of Hobart

April 2021

City of Hobart Grant and Partnership Acknowledgment Guidelines

Grants up to \$20 000



City of HOBART

Acknowledgment guidelines

CITY OF HOBART GRANT ACKNOWLEDGMENT GUIDELINES – BETWEEN \$1000 and \$20 000

The City of Hobart welcomes the opportunity to support local events and activities in our community. The following information outlines the recognition that the City of Hobart expects from grant recipients with funding between \$1000 and \$20 000.



DO I NEED TO SEEK APPROVAL OF ALL MARKETING MATERIALS PRODUCED BY MYSELF OR MY GROUP OR ORGANISATION?

YES, you must send a copy of all your marketing materials utilising our logo for approval before it is printed or released to the public.

Please send designs to:

communications@hobartcity.com.au
and **grants@hobartcity.com.au**



**IMPORTANT
DO NOT MISS
THIS STEP**

Acknowledgment guidelines



WHICH LOGO DO I USE AND HOW?

Version A

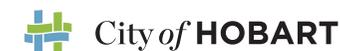
If the City of Hobart is one of **two or more** organisations providing funding support for your activity, please include our logo in a sponsor panel. A sponsor panel is defined as a cluster of logos (two or more) that show those organisations who have provided support for the event or activity.

Example of a sponsorship panel

Supported by:



Version A logos



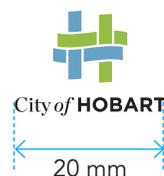
Version B

If we are the **primary grant provider** and there are **NO** other funders who require their logo to be displayed, then the City of Hobart "Supported by" logo version should be used.

The City of Hobart logo is available in full colour and black or white versions.

The colour logo should always be used on a white or black background. This is the correct way to apply the logo.

To ensure the type can be easily read, the logo width cannot be displayed any smaller than 20 mm or 30 mm in width.



Version B logos

SUPPORTED BY



Acknowledgment guidelines



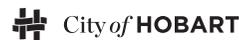
ARE THERE DESIGN IMPLICATIONS IN HOW I USE THE LOGO?

We suggest you use our logo at the bottom of your designs on a white sponsor panel when other sponsor logos will be represented in a row. This will result in a better design where all sponsor logos can be properly represented.

If you are unable to use a white sponsor panel please email the City of Hobart's Communications Unit to discuss other logo options communications@hobartcity.com.au

Other logo versions available:

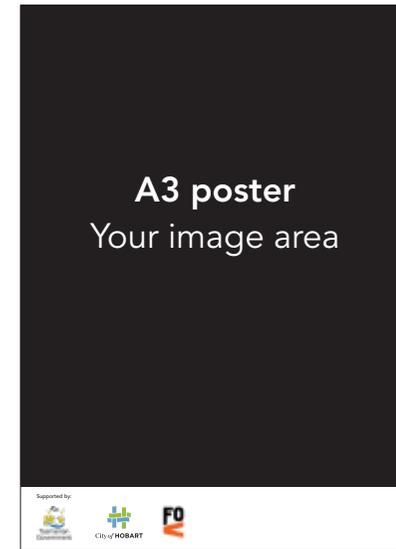
If your marketing materials require that a coloured background is part of your overall design, we have mono white or mono black logo versions available.



SUPPORTED BY



City of HOBART



Example of an A3 poster with white sponsor panel



white sponsor panel



Example of an A3 poster with coloured background and mono white logo in use



mono white logo

Acknowledgment guidelines

This page demonstrates some of the incorrect uses of the logo. Incorrect usage damages brand integrity and compromises the City of Hobart's reputation.



Do not rotate



Do not compress



Do not stretch



Do not distort



Do not rearrange elements



Do not delete/separate elements



Do not add effects



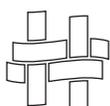
Do not change the colour



Do not change the logo font



Do not use on a coloured background



Do not outline



Do not compromise legibility

Acknowledgment guidelines

4

WHAT DO I PUT THE CITY OF HOBART LOGO ON?

We ask you use the logo wherever your event is being promoted, and every effort should be made to recognise the City of Hobart's contribution to your event or activity, including both off and online promotion.

This includes:

- Posters or flyers about your event placed on Facebook and other social media or online advertising channels
- Event programs
- Flyers and posters
- Your website
- Newspaper and television advertising

5

DO I NEED TO ACKNOWLEDGE THE GRANT AT EVENTS AND TO THE MEDIA?

YES. Where you are publicising the activity with the media or at a public event, acknowledgment of the support provided by the City of Hobart should be made. We should be referred to as a supporter, verbally acknowledged at a launch or opening, and it should be included in any written media releases.

6

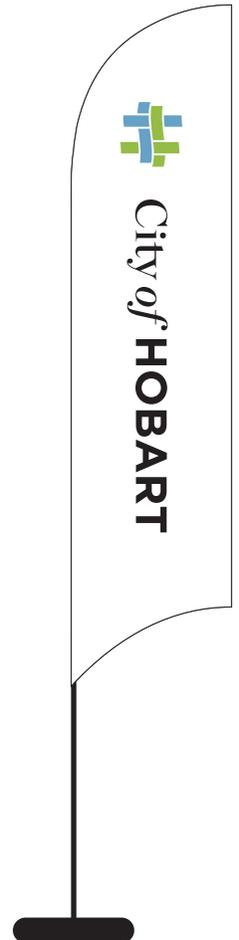
SHOULD I HAVE SIGNAGE ONSITE TO ACKNOWLEDGE THE SUPPORT?

YES. This is preferred. We have easy to use pull-up banners and teardrop banners available for you to borrow and use at your event. Please note your bookings enquiry needs to be received no less than five (5) business days prior to your activity. To make a booking email the City of Hobart's Communications Unit at: communications@hobartcity.com.au



Example of a pull-up banner for inside events

Examples of a tear-drop banners for external events



Acknowledgment guidelines

7

HOW DO I IDENTIFY THE CITY OF HOBART IN MY COMMUNICATIONS?

Please refer to the City of Hobart as a **supporter** of your project, not partner, sponsor or funder.

8

DO WE NEED TO INCLUDE A MESSAGE FROM THE LORD MAYOR?

It is optional and we would appreciate opportunity for the Lord Mayor to provide a message. Please note, your request for the message needs to be received no less than three (3) weeks prior to your deadline. To arrange a message contact the Lord Mayor office on: lord.mayor@hobartcity.com.au

9

DO I NEED TO SEND INVITATIONS TO ELECTED MEMBERS AND STAFF?

YES. Knowing your event is on and having the opportunity to attend gives the Lord Mayor, Elected Members and staff an opportunity to experience the work you do. You can find the Lord Mayor and Elected Members email addresses on our website: www.hobartcity.com.au/Council/Elected-Members/Current-Elected-Members

10

DO I NEED TO PROVIDE ELECTED MEMBERS AND STAFF WITH FREE TICKETS TO OUR EVENT?

NO. Free tickets are not required for this level of funding, but you may offer them if you wish

11

DO I NEED TO INVITE THE LORD MAYOR OR NOMINATED REPRESENTATIVE TO A MEDIA INTERVIEW?

It is optional and we would appreciate opportunities for the Lord Mayor or nominated representative to speak to the media if interviews are being pre-arranged.



image: Amy Brown

Acknowledgment guidelines

12

DO I NEED TO TAKE PHOTOS AT OUR EVENT?

YES. Our Acquittal Form will require you to provide 3 good quality images. If the photos contain images of children who are identifiable and you would like to use them in your Acquittal or for your own future promotion, you must use a Talent Release Form to receive permission to use the image and/or video.

We can provide you with a copy of our Talent Release Form to copy and use, or you may have one of your own you would prefer to use. Please email grants@hobartcity.com.au

13

IS THE CITY OF HOBART ABLE TO ASSIST US WITH PROMOTION?

YES. Because we are investing in your project we would like to actively support you with promotion. To have your activity featured on the City of Hobart's Upcoming Events web page and our Facebook page, please complete the request for promotion form on your SmartyGrants account. We ask you to submit the form at least four (4) weeks before your activity starts. If you cannot find the form, please email grants@hobartcity.com.au

If you forward a copy of your finalised invitation or flyer to the Grants Officer, it will be forwarded to appropriate staff who can send it through their networks.

14

WHO DO I CONTACT FOR HELP?

Please direct all questions to the Community Life Grants Officer: grants@hobartcity.com.au or phone **03 6238 2132**.



image: Alastair Bett

Acknowledgment checklist

ITEM	REQUIRED ACTIONS	COMPLETED
		YES
1.	Select the correct logo. If the grant you received from us is one of two or more received from other funders please select Version A logo. If we are providing the only funding support that requires acknowledgment please select Version B logo that includes the words "Supported By".	
2.	Place the correct logo on the bottom of all advertising, flyers, posters or programs. This includes flyers to be uploaded to Facebook and other online platforms.	
3.	Ensure the logo is placed on a white background. If this does not work for your design please contact the City of Hobart Communications Unit on communications@hobartcity.com.au	
4.	Send all material containing our logo to communications@hobartcity.com.au and grants@hobartcity.com.au for approval. You will need to seek approval before it can be printed or released to the public, so allow time for this process in your planning.	
5.	Obtain our event signage to use at your event: a pull up banner and/or teardrop banner. Email the City of Hobart's Communications Unit five (5) business days before your activity to make a booking and organise pick up email: communications@hobartcity.com.au	
6.	If you decided to invite the Lord Mayor and Elected Members go to the City of Hobart website to find their email addresses.	
7.	If you decide to include a message from the Lord Mayor, please contact their office no less than three (3) weeks before your deadline. Email: lord.mayor@hobartcity.com.au	
8.	Decide who will take photographs at your activity. If the photos will contain images of children who are identifiable make copies of a Talent Release Form to have on hand for an appropriate guardian or parent to sign.	
9.	Please complete the online promotion request form via SmartyGrants so your activity can be featured on the City's website and Facebook page.	
10.	If you would like us to promote your event through our networks please forward a copy of your finalised flyer to: grants@hobartcity.com.au	