

Guideline

City Grant and Sponsorship Funding Program Acknowledgment Guidelines 2024

1. Purpose

The City of Swan's Grant and Sponsorship Funding Program allows the City to financially support inclusive community-led projects, activities and events that address local community needs. The City thanks you and congratulates you on your application and for delivering initiatives or activities for our community.

As per your award and/or agreement, you are required to acknowledge the support you receive from the City by complying with the acknowledgement guidelines in this document. There are different acknowledgements required based on the grant value, as follows.

2. Guidelines

2.1 Acknowledgement guidelines for awards of up to \$2,000 in value

- a) Display the City's logo on all printed and audiovisual materials produced for the project or event.*
- b) List the City as a sponsor of the project or event by including the City's logo with the words "community driven, supported by the City of Swan" on the organisation/event website and social media, if these channels exist or are created during the project.

2.2 Acknowledgement guidelines for awards of up to \$5,000 in value

- a) Display the City's logo on all printed and audiovisual materials produced for the project or event.*
- b) List the City as a sponsor of the project or event by including the City's logo with the words "community driven, supported by the City of Swan" on the organisation/event website and social media, if these channels exist or are created during the project.
- c) Place temporary City of Swan signage (banners, signs, flags, etc.) if available at your launch or event, or in association with your project. Contact placeactivation@swan.wa.gov.au for availability and collection.
- d) If relevant, work with the City to prepare a media release to promote your project or event. This will include acknowledgement of the City for providing funds, the amount received, what it will be used for and the community benefit.

2.3 Acknowledgement guidelines for awards of over \$5,000 in value

- a) Display the City's logo on all printed and audiovisual materials produced for the project or event.*
- b) List the City as a sponsor of the project or event by including the City's logo with the words "community driven, supported by the City of Swan" on the organisation/event website and social media, if these channels exist or are created during the project.
- c) Place temporary City of Swan signage (banners, signs, flags, etc.) if available at your launch or event, or in association with your project. Contact placeactivation@swan.wa.gov.au for availability and collection.
- d) If relevant, work with the City to prepare a media release to promote your project or event. This will include acknowledgement of the City for providing funds, the amount received, what it will be used for and the community benefit.
- e) Invite a City representative, such as the Mayor, to speak at your event or project launch. Invitations can be sent to swan@swan.wa.gov.au.

2.4 * Use of the City of Swan logo

- a) Before distributing material containing the City's logo, a copy must be sent to the City's Communications and Engagement Business Unit to ensure the use of the logo is in line with City protocols. You must receive approval for use of the logo before distribution of any physical or digital material containing it. Please email swan@swan.wa.gov.au to request approval.