



Arts Council Funding **Acknowledgement Requirements**



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Arts Council Funding Acknowledgement Requirements

The Arts Council/An Chomhairle Ealaíon is working to make the arts part of the fabric of everyday life. An important part of our work is creating public recognition of the value of funding for the arts. We believe that the public should be aware, to the maximum extent possible, of the ways that taxpayer contributions are used in supporting the arts.

The display of the Arts Council's funding credit (logo) is a minimum requirement of grant aid and is subject to monitoring. It is one of a number of ways in which grant aid should be acknowledged (others include public announcements and press communications). The display of the funding credit is a vitally important element of fostering a climate where the arts are recognised to be a valued and vibrant part of this country's life. For this reason, it is a condition of your grant aid that the financial assistance of the Arts Council be acknowledged by you and your organisation. **In cases where this condition is not met, the Council reserves the right to withhold payment of the funding offered. Substantial funding may also be subject to pre-approval of an annual publicity plan.**

Sponsorship and Funding from Other Sources

In cases where sponsorship or funding is secured from other sources, the requirements for acknowledgement of Arts Council funding still apply and such acknowledgement must be proportionate to the level of funding provided by the sponsor, other funding providers and funding which is granted by the Arts Council.

The Council's logo as it appears in the current **Logo Guide** must be used correctly. It may only be reproduced from the master artwork supplied to you and must never be redrawn, trimmed or modified. This funding credit replaces all previous Arts Council logos. These guidelines replace all previous guides which the Arts Council reserves the right to revise and update into the future.

Where Do I Use the Funding Credit (logo)?

In order to acknowledge Arts Council assistance, the funding credit should be used on everything that you produce to inform the public about the activity or organisation we have funded i.e. on all projects and venues which have received Arts Council funding.

The following is a list of communication and publicity materials which should feature your grant acknowledgement. This is not an exhaustive list and it may be amended from time to time. Our objective (and yours) is to make the public aware of the funding role of the Arts Council in enabling the arts.

- Websites and other on-line media
- Advertisements for all media
- Events programmes – Note that full page Arts Council advertisements must appear in all printed or electronically produced event programmes
- Newsletters and all printed or electronically produced publicity materials including invitations, flyers, brochures, leaflets, media releases and reports
- Information boards, way finders and tickets featuring commercial sponsors
- Posters, banners, catalogues and educational materials
- Annual Reports
- CD and DVD sleeves
- Festivals and events publicity materials
- Film credits
- Job advertisements
- Presentations
- Reports
- Buildings - exterior and interior plaques and signage
- Site signs and hoardings

Websites

If you or your organisation has a website, the **Arts Council funding logo** must appear on the home page and be positioned '**above the fold**', so the user does not have to scroll down the screen to see it. It must be clearly visible (a minimum of 70 pixels high). Except in cases where another entity or brand is the main funder; it must not feature as one of many 'sponsors' at the base of the home page or on an especially dedicated 'fundors or sponsors' page or section within the site. You are also required to include an embedded hyperlink from the Arts Council logo to your website. If you use any other web-based platforms, newsletters or other networking sites (such as Facebook) to publicise your work; you must display the Arts Council funding logo.

Advertisements

All advertisements (whether discounted, placed on a quid pro quo basis with any medium; paid for or not) must carry the Arts Council funding logo. The only items that do not require a specific funding credit are directional signage, letterheads and tickets, **except** where the name or logo of a sponsor or other funding body is included.

All broadcast media advertising and promotion, whether paid for or not, must feature the Arts Council funding credit. This includes RTÉ's 'supporting the arts' scheme.

Radio advertisements or programmes must include the phrase “Funded by the Arts Council” or “Airgeadas ó an Chomhairle Ealaíon”.

Television advertisements for Arts Council funded events should include the funding credit. Where the image is static, the funding credit should be visible on-screen for the entire duration of the advertisement. Where there is a sequence of images, the funding credit should appear on either the first or the final frame, as appropriate.

A full page Arts Council advertisement must feature in your event guide or programme

Most activities receiving support from the Arts Council have a programme or event brochure associated with that activity. A full page Arts Council advertisement must feature in every event guide or programme you produce, at no charge to the Council. Copy-ready specific art form advertisements can be downloaded at www.artscouncil.ie/en/programme-and-event-adverts.aspx

You are required to mail a hard copy of each and every event guide and programme you produce to The Arts Promotion and Co-ordination Manager, The Arts Council, 70 Merrion Square, Dublin 2; to arrive no later than seven working days after it is printed.

Cinemas & Film Festivals

Cinemas, including touring cinemas, film exhibition and film festivals, which are funded by the Arts Council – whether for screenings, programmes of work (including festival programmes), refurbishment or archive services – must acknowledge Arts Council funding. An ident featuring the Arts Council logo is available from the Arts Council specifically for use in cinemas and on screens. This ident must be used prior to every film screening and must be screened immediately prior to the censorship credit.

Cinemas, including touring cinemas and film festivals requiring the ident must contact the Arts Promotion and Co-ordination Manager at the Arts Council to obtain the ident in their preferred format. It is available in digital, Beta and 35mm formats. The cost of producing the ident is covered by the Arts Council.

Film and video works

For film and video productions which have been funded by the Arts Council, the closing or opening credits must carry the Arts Council funding credit at not less than 40% of the size of the main title, or at least as large as that of any other funding body providing the same, or less financial support. The phrase “Funded by the Arts Council/ An Chomhairle Ealaíon” or “Airgeadas ó an Chomhairle Ealaíon” may also be used, along with the above.

Audio, video and DVD recordings

Audio, video and DVD recordings must include the funding credit on the sleeve cover.

Buildings

Buildings which have received capital grants from the Arts Council must carry an acknowledgement of that fact. When a building is completed or where capital funds have been used to install equipment or make alterations, a permanent plaque must be placed in a prominent position at the entrance or main public area of every completed project. While the funding credit must be visible and should conform to one of the layouts provided, it should also be sympathetic to its immediate environment. The Arts Council will be happy to discuss the appropriate form of acknowledgement. For buildings under construction, site boards, hoardings and scaffolding at the location should display the funding credit as soon as the building project commences. **In cases where the Arts Council provides a framed certificate of recognition and accompanying display materials, these must be installed in a prominent place and stocks of leaflets replenished when necessary – these are supplied at no cost.**

Festivals and Events

Festival and Events grants are subject to submission and agreement upon a detailed promotional plan which demonstrates how and in what format acknowledgement of funding will be implemented. The Arts Council will provide a guide to preparation of the plan in conjunction with the grant application.

Literature

Funding acknowledgement must appear on the copyright and ISBN page of any published literary work receiving an Arts Council grant. The wording '(Title of work) – receives financial assistance from the Arts Council' or 'Airgeadas ó an Chomhairle Ealaíon' must appear together with the Arts Council Literature Logo as detailed in the Logo Guide.

Touring theatre company events

Touring theatre company events must submit a calendar of events together with a venue list with their application for grants and agree to a sponsorship acknowledgement plan for each venue ahead of the grant being issued. The Arts Council will act collaboratively with the company in securing venue specific acknowledgements. These events will be subject to similar requirements as outlined for Festivals and Events (above) and the media specific requirements as outlined above.

Press releases and other materials

Press releases and other press material including an address (e.g., on an opening night/launch), should give due recognition to the support you receive from the Arts Council. For example: “This tour to seven venues nationwide is funded by the Arts Council ...” The organisation acknowledges the financial support of the Arts Council and _____ in making this exhibition possible”.

The designation “The Arts Council of Ireland” is incorrect and should not be used. The only exception is when an event or programme takes place abroad; in that instance, “The Arts Council of Ireland” may be used (please note that the logo remains the same). If an event or programme takes place in Northern Ireland, the Arts Council/An Chomhairle Ealaíon may be used in order to differentiate between the Arts Council/An Chomhairle Ealaíon and the Arts Council of Northern Ireland.

If, for design or any other reasons, an organisation proposes to depart from these guidelines for the use of the Arts Council’s funding credit, it should contact the Arts Promotion and Co-ordination Manager at the Arts Council, in writing, in advance.

All press releases must be copied and emailed to editor@artscouncil.ie at the same time as they are released to the media.

Monitoring compliance

It is a condition of grant aid that the financial assistance of the Arts Council must always be acknowledged by you or your organisation. In cases where this condition is not met, the Council reserves the right to withhold payment of the funding offered and review future funding.

Acknowledgement of our funding in accordance with these rules will be monitored throughout the life of each funded project, as outlined in your grant agreement. In this context, you may be requested at any time to review your marketing and publicity plans and to submit publicity material to the Arts Council. Non compliance is a breach of the terms and conditions and may affect grant payments and future funding

Submit details of your event on the culturefox.ie website

All grant recipients are required to upload and promote each of their events on Culturefox. Culturefox is the Arts Council's online guide to Irish cultural events. The searchable events guide is freely available across all platforms, on mobile phone and as an app for iPhone, Android and Blackberry. To add an event: please log on to www.culturefox.ie.

All grant recipients are required to acknowledge funding by the Arts Council and must comply with the Arts Council's ***Rules for Acknowledging Arts Council Funding*** document, which is reproduced above, available on the Arts Council website. These requirements are subject to change, and it is the responsibility of the recipient of funding to comply with the most up-to-date version of the requirements.

For further information:

Arts Promotion and Co-ordination Manager

The Arts Council,
70 Merrion Square,
Dublin 2

T: + 353 1 618 0235

E: info@artscouncil.ie

The Arts Council is the Irish Government agency for developing the arts.

Tá leagan Gaeilge den treoir seo ar fáil ón gComhairle Ealaíon ach í a iarraidh.

Contact Details:

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