

Credit and Publicity Policy

Proper acknowledgment of CAC support is essential to informing the public that local tax dollars are used to support Cuyahoga County's arts and cultural organizations and programs. CAC requests that all grantees prominently feature visible recognition of CAC's support in press releases, print materials, advertisements, publications and other materials offered to the public, and provide recognition on web communications. CAC's logo is available for download at www.cacgrants.org. The logo must be reproduced as a unit without alteration. CAC expects visual and oral credit proportionate with the grantee's award.

Programs

Credit must be given on the title page of all programs printed by grant recipients in a font size not smaller than 8-point. CAC must be listed in the donor category that is most appropriate to the level of financial support that the organization received from CAC.

Performing arts organizations and organizations that print event programs that receive \$75,000 or more annually from CAC shall provide one full page of advertising space in all season programs. CAC will provide camera-ready art.

Performing arts organizations and organizations that print event programs that receive less than \$75,000 annually from CAC shall provide one-half page of advertising space in all season programs. CAC will provide camera-ready art.

Educational Materials

Logo credit must be given to CAC in all educational materials distributed in association with any CAC-funded program or exhibition, including brochures, pamphlets, flyers, postcards, etc.

Print Advertising

Logo credit must be given to CAC in all print advertising placed by a grant recipient that is 10 column inches or larger. Large print advertising (posters, billboards) must include a different CAC logo than provided on the CAC website. Please contact CAC staff for more information. Any advertising, regardless of size or length, placed by a grant recipient that credits a specific funding source also must credit CAC.

Electronic Advertising

Logo credit must be given to CAC in all electronic advertising including television and the internet. CAC has available a specific logo for television advertising, please contact CAC staff for more information. Organizations must use the CAC logo on their websites along with a hyperlink to the CAC web site. All GOS grantees are required to have working websites.

Exhibition Signage

For any exhibition presented with funding from CAC, exhibition wall text must include CAC listed with other major public, private and corporate sponsors. If there is no sponsors' list in the wall text a placard must be placed at the entrance to the exhibition crediting CAC as follows:

This <exhibition> <program> is generously funded by Cuyahoga County residents through Cuyahoga Arts and Culture

Promotional Appearances and Newspaper Interviews

During television and radio appearances by representatives of the grant recipient, oral credit should be given during a broadcast to acknowledge the support the grant recipient received from CAC toward its operations, project or program. The grant recipient also should acknowledge CAC's support in any newspaper interviews about the grant recipient's programs.

News Releases

News releases should credit CAC support as follows:

<your organization> is generously funded by Cuyahoga County residents through Cuyahoga Arts and Culture

Oral Credit

When written credit is not applicable, in cases where there is no printed program, oral credit should be given before each event or performance. Non-written announcements apply to radio broadcasts and audio descriptions for people who are hearing impaired. If an announcement is not feasible, a sign should be placed at the entrance to the event crediting CAC as follows:

This <event> <performance> is generously funded by Cuyahoga County residents through Cuyahoga Arts and Culture