



FUNDING ACKNOWLEDGEMENT REQUIREMENTS

BC Agrifood and Seafood Market Development Program Projects

Your BC Agrifood and Seafood Market Development Program project is funded by the Governments of Canada and British Columbia, and delivered by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided through the *Canadian Agricultural Partnership* (the Partnership), a federal-provincial-territorial initiative.

These requirements have been developed to assist you, as a recipient, to appropriately acknowledge the source of funding in all communication materials and products related to your project. Additionally, these requirements will assist you if you choose to initiate a public announcement about your project.

Many projects involve a number of individuals, organizations, third party contractors and other partners. **Please share this information with all those involved in the delivery of your project.** You are required to ensure that the requirements are applied consistently in all project communications materials and products, failure to do so may put the committed funding at risk. As a recipient of funding, you are expected to include appropriate acknowledgements on all project-related communication materials and products. These requirements are part of your contractual obligation, and if not met, may result in project costs being declared ineligible for funding.

PUBLIC ANNOUNCEMENTS

The BC Agrifood and Seafood Market Development Contribution Agreement stipulates that funding recipients will not make a public announcement about the project, whether about project funding, results, or anything whatsoever, without the prior written consent of IAF.

Please advise IAF's Communications staff or your Program Manager of your intent to make a public announcement *at least four weeks* in advance. Please note that "public" generally refers to anyone outside of the funding recipient's organization. This means that communications with your

FUNDING ACKNOWLEDGEMENT REQUIREMENT PROCESS

Requirements Received

- Funding Acknowledgement Requirements received



Review Requirements

- Review Requirements
- Share Requirements with Team



Design Materials

- Request logos from IAF
- Design project materials



Submit Materials

- Submit materials to IAF 5-10 days in advance
- IAF submits to Government funders for review



Feedback from IAF

- IAF provides Government feedback
- Resubmit updated material (if required) for approval



Approved

- Upon approval notice from IAF can be materials distributed

organization's members is considered "public communications."

ACKNOWLEDGEMENTS

The BC Agrifood and Seafood Market Development Program Contribution Agreement also address the issue of funding acknowledgements. All communication materials referring to programs funded under CAP, must acknowledge funding contributions of the Government of Canada and the Province of British Columbia and apply the Partnership common look. Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. Please talk to us early in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these requirements may be adapted to fit the unique circumstances of your project.

1. GRAPHIC IDENTIFIERS

There are two options for identifying the participation of the *Canadian Agricultural Partnership*, the Investment Agriculture Foundation, the Governments of Canada and British Columbia in a project:

Option 1 (Preferred): The Partnership logo, the IAF logo, the BC logo and the Canada wordmark are displayed with equal prominence (together with any other project contributors), but should not indicate ownership or sponsorship. Upon request, IAF Communications staff will provide you with these logos. (See example below)

DELIVERED BY

FUNDING PROVIDED BY



Investment
Agriculture
Foundation
of British Columbia



CANADIAN
AGRICULTURAL
PARTNERSHIP



BRITISH
COLUMBIA

Canada

When you use the above logo the Province of BC requires a completed *3rd Party Use* form be submitted with the material. You can find a fillable PDF version of the form here: http://iafbc.ca/wp-content/uploads/2018/07/BCID_Third_Party_Use_fillable.pdf

Option 2: If no other graphic identifiers are used on a product, then the *Canadian Agricultural Partnership*, IAF, BC and Canada recognition may be made by a credit line only.

2. CREDIT LINE

In addition to graphic identifiers, a credit line should also be included in reports and other publications. For brochures, advertising, posters or displays, a written statement may not be required. The following statement is provided as a sample for inclusion in publications and communication materials. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

Funding for this project has been provided by the Governments of Canada and British Columbia through the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.

OR

This project is supported by the Canadian Agricultural Partnership, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.

3. DISCLAIMER STATEMENT

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Include this statement:

Opinions expressed in this document are those of the author and not necessarily those of the Governments of Canada and British Columbia or the Investment Agriculture Foundation of BC. The Governments of Canada and British Columbia, and the Investment Agriculture Foundation of BC, and their directors, agents, employees, or contractors will not be liable for any claims, damages, or losses of any kind whatsoever arising out of the use of, or reliance upon, this information.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to IAF's Communications staff prior to printing and distribution to ensure appropriate acknowledgements are included. IAF will manage the necessary approvals with the Governments of Canada and British Columbia.

Allow a minimum of four weeks for review of proposed media releases or other public announcements and 5 to 10 business days for review of most other communication materials and products.

Submit materials to: communications@iafbc.ca

CONTACT US

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your project's communication materials and products. Contact IAF Communications staff directly with any questions or to notify IAF of your intended communications activity at communications@iafbc.ca.