



FUNDING ACKNOWLEDGEMENT REQUIREMENTS

BC Government's Buy BC Partnership Program Projects

Your project is funded in part by the BC Government's Buy BC Partnership Program, a program delivered by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided by the BC Ministry of Agriculture.

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 to initiate a public announcement about your project, if proposed.

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 committed funding at risk.

PUBLIC ANNOUNCEMENTS

Section 11 of IAF's 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 consent of IAF and the Province of British Columbia. **The BC government will work with each successful applicant to announce their project as they are approved. Recipients will not make any announcement concerning their project without the prior consent of the BC Ministry of Agriculture.**

Please note that "public" generally refers to anyone outside of the funding recipient's organization. These rules do not apply to project-related communications with your directors, employees, project-related contractors and other project funders or contributors. They do apply to any "public" communications, including your clients or membership.

ACKNOWLEDGEMENTS

Section 11 of the Contribution Agreement addresses the issue of funding acknowledgements. Recipients of funding are expected to include appropriate acknowledgements on all project-related **communication materials and products.** Acknowledgements typically include the Buy BC logo and written statements. Not all communication materials and products require both.

Please talk to us early on 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 guidelines may be adapted to fit the unique circumstances of your project.

1. **Buy BC Logo:** The Buy BC logo must be used on **all marketing, promotional and communication materials** funded through the program. This includes, but is not limited to, press releases, announcements, newsletters, event invitations, print/broadcast/online advertisements, videos, flyers, posters, brochures, rack cards, stickers, banners, sell sheets, shelf-talkers, point-of-sale materials, shopping bags, aprons, placemats and related marketing, promotional and communication materials.

The application of the Buy BC logo on marketing, promotional and communication materials, as well as product labels/packaging, must adhere to the requirements of the BC Logo Licensing User Guide provided to all program participants. **All materials require approval by IAF prior to printing/production/distribution.**



2. **Credit Line:** The credit line should always appear on general communication materials (e.g. newsletters, event invitations, etc.), webpages, press releases and announcements related to your project with the Buy BC logo. The following statements are provided as samples. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

i) Where the Buy BC Partnership Program is the sole funding partner:

This project is supported by the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.

ii) Where there are multiple funding partners:

Funding support provided, in part, by the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.

Exemptions to using the credit line will be made when the amount of space is limited and/or it may not be suitable.

3. Disclaimer Statement

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

The Government of British Columbia is committed to working with industry partners. Opinions expressed in this document are those of [the authors] and not necessarily those of the Government of British Columbia or the Investment Agriculture Foundation of BC.

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 coordinate the necessary approvals with the BC Ministry of Agriculture.

It is important to provide materials to staff well in advance of your distribution deadline, as it can take some time to review. The approval process can take up to seven business days and sometimes longer, depending on the type of material being reviewed. IAF's Communications staff recommends you submit materials ten business days in advance.

CONTACT US

We are here to answer your questions about these guidelines 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.

IAF Communications Team

communications@iafbc.ca