



Louise Dieterle Nippert
MUSICAL ARTS FUND

**Louise Dieterle Nippert Musical Arts Fund
of the Greenacres Foundation**

RECOGNITION POLICY GUIDELINES

**June 2017
Amended January 2018**



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Recognition Policy Introduction

Congratulations on your grant award from the Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation (“LDNMAF”). We are pleased to designate support from LDNMAF in recognition of your organization’s community impact.

This Recognition Policy provides your organization with guidelines when acknowledging LDNMAF. Please review this Recognition Policy with all staff members who handle marketing, graphic design, website management, signage, press relations, curtain speeches, etc., for your organization.

Thank you for your efforts to recognize LDNMAF and for all you do to make the Tri-State area a better place.

Carter F. Randolph, Ph.D.
President
Louise Dieterle Nippert Musical Arts Fund
of the Greenacres Foundation



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If you have any questions, please contact the Foundations Administrator at 513-891-4227.

LDNMAF as used in this document means the Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation.

Please give credit to LDNMAF in all promotional materials as space is available including programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, e-communication vehicles, street banners, box office windows, and the like.

Name and Brand Mark Usage – When referring to the donor, do not shorten or use acronyms, always use the full name:

Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation

Always spell and use the letters presented – capitals remain capitals.

When crediting LDNMAF for its support, use the current LDNMAF logo available for download at <http://www.green-acres.org/index.php/about-us/media-resources/>.

Upon an organization's request, LDNMAF can mail a hard copy of the current logo.

As a general rule, the logo should never appear at a size less than ¾" in width on printed materials and logo must be proportionate in size to other logos of donors based on anticipated annual amount of funding received. If for example, Group A is expected to give \$10 and LDNMAF is expected to give \$100, LDNMAF logo should be 10 times larger than Group A.

In all cases, please make sure to use the logo so that it is clearly legible and recognizable.

Print Recognition:

Event Programs

Organizations receiving support from LDNMAF will use, in a size *at least 1" in width*, LDNMAF's logo on the title page of all programs. Logo size and placement should be reasonably proportional to LDNMAF's support as compared to other sources of funding.

Newsletters

Arts organizations that publish a newsletter should include the LDNMAF logo and space for a seasonal ad. We understand that publication sizes will vary.

Newspaper/Magazine Advertising

Logo credit should be given to LDNMAF in all print advertising placed by organizations that is 10 column inches or larger. When the financial support of LDNMAF comprises

the largest share of multiple sources of annual support, acknowledgment of LDNMAF's support should be larger in printed materials, publicity, and advertising than acknowledgment of other sources of financial support.

News Releases

News releases must credit LDNMAF support by using the logo or appropriate written credit. Example: "XYZ is supported by the generosity of Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation."

Event Signage

For a temporary exhibit, wall text must include LDNMAF listed with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibit crediting LDNMAF as follows: "Supported by the generosity of Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation."

Electronic Recognition:

Broadcast Advertising

Please include LDNMAF in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to LDNMAF (copy: Funding support comes from LDNMAF and television spots should include the LDNMAF logo.

Electronic Advertising

Logo credit should be provided in all electronic advertising on the Internet. Please include the LDNMAF logo, along with a link to www.green-acres.org, on the front page of the organization's website. When the financial support of LDNMAF comprises the largest share of multiple sources of annual support, acknowledgement of LDNMAF support shall be larger in electronic advertising than other sources of financial support.

Oral Recognition:

When written credit is not applicable, in cases where there is no printed program, organizations should provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank LDNMAF. If an announcement is not possible, organizations may place a sign at the entrance of the event.

Program/Playbill Advertisements

Upon request, LDNMAF will provide organizations with program/playbill advertisements.

Please provide one full-page of advertising space in all season or exhibit programs.

Proof of Credit

LDNMAF should be on all member/subscriber/donor mail and e-mail lists in order to receive copies of such materials. Please forward sample copies of programs or other materials to the attention of Foundations Administrator, Greenacres Foundation, 8255 Spooky Hollow Road, Cincinnati, Ohio 45242.



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AGREEMENT

Grant Recipients

Our signature below indicates that the _____
(name of the organization), to the best of our ability, agrees to abide by the guidelines set forth in the attached three page Recognition Policy.

Board President **Date**

Chief Professional Officer **Date**

Artistic Director **Date**

Development Director **Date**

Marketing Director **Date**

Please submit this signed Agreement via email to the Louise Dieterle Nippert Musical Arts Fund of the Greenacres Foundation:

pschatz@green-acres.org

or mail to:

**Foundations Administrator
Louise Dieterle Nippert Musical Arts Fund
of the Greenacres Foundation
8255 Spooky Hollow Road
Cincinnati, OH 45242**

