

Acknowledging Our Support



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

Acknowledging Sponsorship

Guidance

Fermanagh and Omagh District Council (FODC) would like to support your communication efforts to ensure that as many people as possible are aware of the positive impact supporting your event will make. It is a requirement that groups and organisations in receipt of financial support / Sponsorship must acknowledge that support.

Acknowledgement

Fermanagh and Omagh District Council must be acknowledged in all printed materials, developed in connection with the event. All media must include a textual reference on relevant publicity materials such as leaflets, brochures, invites, press releases etc...

Textual reference

There is a standard textual reference you must use, outlined below:

‘This event is sponsored by Fermanagh and Omagh District Council’

Logo usage

Like all funders, FODC expects to see that it’s logo is used within your communications. The Council logo must have prominence on all promotional materials.

- The FODC master identity should never be manipulated. The Council brand must be used in full, with the logo mark and the words Fermanagh and Omagh District Council and Comhairle Ceantair Fhear Manach agus na hÓmaí retained.
- The logo must be set horizontally on the page and not placed at an angle.
- The logo mark and the words may not be split up, distorted or stretched.
- The font may not be changed or the words edited.
- Do not frame the logo or create a box around it.
- The Council's logo may be printed either in black and white or in colour.
- The size at which the logo is used must be proportionate to the size of the materials you are producing, to make sure it's clear and easy to read.
- In reproducing the Council logo in colour, only the corporate colour, purple, should be used. The Pantone reference number for the Council's corporate colour is 2603c, and the RGB reference is R=90, G=40, B= 127

You can download the Council Logo by [clicking here](#)



If there are other funders supporting your event your communications lead should liaise with the Council to discuss how multiple funder acknowledgements can be accommodated.

Where to use the textual reference and logo

Print Media

Use the textual reference and Fermanagh and Omagh District Council logo prominently in printed materials such as print adverts and advertorials, brochures, flyers, posters and press releases.

Digital Media

Use the textual reference and Fermanagh and Omagh District Council logo prominently in online materials including websites, blogs, electronically distributed releases and promotional videos

Social Media

We would like your social media audience to know that we have sponsored your event. Promotional posts should be developed for your event, you should Tag FODC in your social media posts on **Twitter**, **Facebook** and or **Instagram** and use the hashtag **#SponsoredByFODC**



@fermanaghomagh



@fermanaghomagh



@fermanaghomaghdc

As a minimum requirement the Council would expect a number of pre event, on the day and post event social media posts to be tagged appropriately. At least two posts should include 'This event is supported by Fermanagh and Omagh District Council'

The Council will also support event content pre event, on the day and post event. We will use the Council social media platforms to give your event further visibility, reach and engagement which will promote the event to new audiences

Radio and television interviews, advertising and verbal credit

When written credit is not applicable, verbal credit should be given, for radio adverts and interviews the following verbal credit should be used:

'This event is sponsored by Fermanagh and Omagh District Council'

For television advertisements, the minimum is the inclusion of the FODC logo at a size that it can be read and an appropriate time period in which it can be read.

How to let people know about your event;

Your communications lead should liaise with the Council before circulating information to the media.

- You may issue a press release to let people know about your event and Fermanagh and Omagh District Council can provide assistance with this.
- If your event holds a launch or publicity opportunity Fermanagh and Omagh District Council should receive an invitation and an opportunity to speak at the event. The Council can assist with the invitation process.
- If your event / organisation has a website please update the content with event details and acknowledgements including FODC logos. The Council will include your event on the Events section of the website where appropriate.
- You may set up an event on Facebook, or other social media platforms. Please tag Fermanagh and Omagh District Council into your event and add the textual reference 'This event is sponsored by Fermanagh and Omagh District Council.'
- Please follow this guidance document for any promotional activity you are planning.

Your Event

Based on the agreed outputs of your event, additional publicity and acknowledgement may be required, the Council team will work with you to ensure acknowledgement is commensurate with the level of investment made by us.

You will be required to submit a post event Sponsorship evaluation outlining how you achieved each of the elements of the agreement. Part of this evaluation will include your promotional activities.

Please note: acknowledgement of the Council's support is an essential part of your Sponsorship agreement, failure to follow the guidance may lead to a breach of your agreement. The Council may be unable to make payment where a breach of the agreement has arisen.

Contact Us

Council staff are here to provide assistance to event organisers for events supported by the Council and any associated promotional activities, for more information or enquiries please email sponsorship@fermanaghmagh.com or contact the Events Team by telephone 0300 303 1777.

Useful Information

There is a range of information on the Council website to assist event organisers plan and deliver events safely, please visit <https://bit.ly/PlanningAnEvent>