

Exhibit B



FY21 Funding Recognition & Logos Policy for COCA Grantee Recognition

- Grant-related marketing materials should be submitted via email to Erica Thaler at erica@tallahasseearts.org to get approval from Leon County and the City of Tallahassee administration prior to publication, dissemination, or release.
- Grantees that have been funded for the current fiscal year and anticipate funding for the subsequent fiscal year should follow this recognition policy when promoting their upcoming season or programs.
- Grantees that fail to properly acknowledge COCA, Leon County/Visit Tallahassee, and the City of Tallahassee in their marketing materials during the grant cycle may have 5 technical points deducted from the next COCA grant application.
- Our government partners are dedicated to supporting worthwhile local events through grant programs and other promotional opportunities but reserve the right to reduce or eliminate grant funding for organizations that do not comply with grant recognition policies.
- As part of the final report, grantees will be required to submit copies of proof of grant acknowledgment and, for virtual programming, appropriate use of branding assets promoting tourism, as required in contract items #9 and #10.

Virtual Programming

For COCA grants funded with Tourist Development Taxes (TDT), in addition to logo inclusion (stated above) on all marketing materials, grantees are required to feature a branding asset option during all virtual events. This branding asset must be one of the options described in this section, and promote tourism and visitation to the greater Tallahassee area. Failure to include the required branding asset will render the event noncompliant and result in loss of grant funding, and/or a demand to reimburse any funding already disbursed for such noncompliant program.

Visit Tallahassee has provided branding assets for virtual programming available for download [HERE](#) (strongly recommended).

The options include:

- **Promotional Commercial (:35).** See Visit Tallahassee link above. This asset option cannot be customized.
 - Suggested use from Visit Tallahassee: Full HD commercial video should be included at the beginning, end and intermission (if applicable) of your event. If the length of the virtual event is 0-30 minutes, the promotional video should run a minimum of 2 times during the broadcast. If the event is longer than 30 minutes, the video should be used a minimum 3 times.
- **Still Image Title Screen.** If video insertion isn't available for your event, please include one of the promotional graphics available for download at the Visit Tallahassee link above.
 - Suggested use from Visit Tallahassee: the still image title screen graphic should be used at the beginning, end, and intermission (if applicable) of your event. The title screen should be visible for at least :15 per use. All images used in this option can be customized to meet your organization's needs (see below for Visit Tallahassee contact info.)
- **Promotional Voice-over.** Visit Tallahassee has made a script available for grantee use as a voice-over during audio and/or video presentations. Access the script at the Visit Tallahassee link above.
- **Self-produced Video, Promotional Commercials or Still Image Title Screen Materials** require approval by COCA (contact info at bottom of handout) on behalf of Visit Tallahassee.

To request alternative size, file format, or customized still image creation, contact Scott Lindeman, Marketing Communications Director at Visit Tallahassee at Scott.Lindeman@VisitTallahassee.com or 850 606-2322. Please allow a 48-hour turn-around window for any customization requests (Mon-Fri).

Logos

- COCA Grantees should include the COCA logo, the combined Leon County/Visit Tallahassee logo, and the City of Tallahassee logo on grant-related visual marketing materials (online, print, and electronic media) developed for the funded project, including website recognition. See guidelines above for virtual programming requirements.
- If the subsequent logo use is identical, grantees may submit marketing materials before a new fiscal year begins to get annual approval for certain types of collateral (such as posters or emails).
- When other sponsors are included, the COCA, Leon County/Visit Tallahassee, and City of Tallahassee logos should also be included, and be the same size as other sponsors.
- For online funding recognition that can be hyperlinked (website, email marketing, etc.), the COCA logo should be linked to www.TallahasseeArts.org, the Leon County/Visit Tallahassee logo should be linked to www.VisitTallahassee.com, and the City of Tallahassee logo should be linked to www.Talgov.com.
- A "combination logo" of COCA, Leon County/Visit Tallahassee, and City of Tallahassee may be used for print media but may not be used for electronic promotion; online funding recognition must use individual, hyperlinked logos.

Logo Guidelines:

- Logos are available for download at <http://coca.tallahasseearts.org/services/grant-programs>
- Do not change the relationship of size, perspective, shape or configuration of the logos in any way
- Do not position any logos on an angle or create a repeating pattern with the logos
- Do not use logos within text copy or over a busy image (75% screen may be used over a background image)
- Appropriate clear space should be maintained around the logos, generally $\frac{1}{4}$ to $\frac{1}{2}$ the size of the logos
- The **example** below should be considered a guideline for minimum size usage – words should be readable
- If a promotional piece or ad is too small to include the logos, grantees may substitute the following language: "This program is funded in part by Leon County/Visit Tallahassee and the City of Tallahassee through the Council on Culture & Arts (COCA)"



For questions and approval requests, please contact Erica Thaler at erica@tallahasseearts.org or 850-224-2500.