



Connecticut Commission  
on Culture & Tourism

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# Credit & Publicity Kit

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For Grant Recipients  
FY 2010

## CREDIT & PUBLICITY KIT FOR CCT GRANTEES

As a grantee of the Connecticut Commission on Culture & Tourism (CCT), it is crucial that you communicate with elected officials and the public about the value of cultural and tourism programs in your community. This Credit and Publicity Kit is designed to help you acknowledge the public funding you receive and effectively communicate to legislators and others how the funding from CCT enables you and/or your organization to bring cultural and tourism programs to the citizens of Connecticut and visitors to Connecticut's culture and tourism entities.

### ACKNOWLEDGING CCT SUPPORT

#### CREDIT

**CCT Logos.** All grantees must credit the Commission on Culture & Tourism by using the proper approved logo from CCT. Please note that there are different logos for general agency programs and industry marketing graphics. The logos are downloadable from CCT's website at [www.cultureandtourism.org](http://www.cultureandtourism.org).

**CCT Agency Logo:** Grant materials require that the Commission on Culture & Tourism be given credit with the agency logo. The agency logo is available in several formats that will fit into your graphics. It can be reproduced in full-color, black, or reversed to white. It must be reproduced without alteration.



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**CCT Marketing Logo:** All marketing grant recipients must use the CCT marketing logo. Marketing grant programs include Challenge Grant Program, and the Co-Operative Grant Program. The reproduction of this logo must be approved by CCT.



In those instances where use of the logo is not feasible, the words *“with support from the Connecticut Commission on Culture & Tourism”* must appear.

**Promotional Materials.** Credit must be given by using the CCT logo in printed materials (including season and subscription brochures, newsletters, press releases and announcements) as well as in films or video recordings. Any promotional material prepared by recipients of General Operating Support (OSP/GOS) that credits another funding source must also credit CCT.

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**ACKNOWLEDGING  
CCT SUPPORT  
CONTINUED**

**Online Materials.** Use the CCT logos prominently in online materials (including web sites, electronically distributed releases and intranets) to which your grant contributes. When CCT's logo appears on a grantee's website, it should link to one of CCT's sites: [www.CTvisit.com](http://www.CTvisit.com) (marketing grant recipients) or [www.cultureandtourism.org](http://www.cultureandtourism.org) (all other grantees). A hyperlink agreement is required.

**Programs/Playbills.** The CCT logo must appear in a prominent location (cover, title page, etc.) on printed programs whenever possible. In addition, grantees must list "Connecticut Commission on Culture & Tourism" in the donor category appropriate to the level of financial support received.

**Exhibition Signage.** For any exhibition presented with funding from CCT (applies to all *operating support* recipients), wall text listing sponsors must include CCT with other major public, private and corporate sponsors, in proportional order of the size of contribution.

**Educational Materials.** Credit must be given to CCT in all educational materials distributed in association with any CCT funded program such as brochures, pamphlets, flyers, etc.

**Verbal Credit.** When no written/printed materials exist, verbal credit shall be given prior to each performance/event. If an announcement is not feasible, a sign must be placed in the building lobby or other public area crediting CCT.

**Advertising.** Credit must be given to CCT in all print advertising placed by a grantee that is 10 column inches or larger. Billboard advertising should also include a CCT logo or comparable credit approved by CCT.

**Donor Recognition.** Any wall plaques or advertisements that acknowledge the grantee's annual or ongoing support from corporations and/or foundations should also acknowledge CCT.

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**BEYOND THE  
REQUIREMENTS**

A few suggestions follow for other means to inform people about the importance of public funding to your organization and the community:

- Include an article in your organization's newsletter about the significance of CCT funding and how it impacts your organization's ability to serve our state.
- Arrange for an article in your local newspaper about CCT funded programs or write an opinion piece about the significance of state support for cultural activities.
- Create a lobby display or other public exhibit for the library, the town hall, a school, etc. For example, showcase students' work from a CCT supported activity.
- Send a special letter home to parents illuminating how CCT supports educational programming.

**PUBLICIZING YOUR GRANT**

We urge you to inform the press about your grant. Please note that your local legislators are notified of grants in their districts and often they will make the initial announcement. CCT may also issue a press release listing grantees by geographical area.

You are strongly encouraged to contact your State Senator and Representative for a quote to include in your own press releases relating to programs supported with public monies. Legislators might wish to comment on how public support enables your organization to reach new audiences/foster community development/provide high quality programming, etc.

Although you are receiving a CCT grant now, a feature article about your organization or a particular program may be best approached several months later once it is up and running. Please acknowledge CCT in these articles

**SAMPLE PRESS RELEASE ABOUT CCT GRANT**

Date  
Organization Contact Name  
For Immediate Release  
Contact Telephone Number

The (name of organization) has received a matching grant of \$\_\_\_\_\_ from the Connecticut Commission on Culture & Tourism, a state agency. This grant was awarded through the (program name) and it will support (summarize activity).

State grants are awarded through a competitive process. This grant signifies that (name of organization) provides a high level of quality in its programs, community service and administrative ability. (Describe in more detail the public programs and the numbers of people who will be served by this grant/your organization. Give the amount of private dollars this grant leverages.)

(Quote from legislator: See above.)

The Connecticut Commission on Culture & Tourism brings together tourism, historic preservation and the arts. Its mission is to preserve and promote Connecticut's cultural and tourism assets in order to enhance the quality of life and economic vitality of the state. The not-for-profit cultural and tourism industry accounts for over \$14 billion in economic activity and 170,000 jobs annually.

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## CONTACTING STATE OFFICIALS

Funding for CCT is dependent on the support of the Governor and the Legislature. Please inform your political leaders of key outcomes the award will make possible with regard to your organization's important cultural leadership services and programs, including impact on the economy, education, cultural tourism, workforce development, and more. It is very important to thank those elected officials responsible for appropriating funds to the CCT. Letters may be addressed to:

The Honorable M. Jodi Rell  
Office of the Governor  
State Capitol, 210 Capitol Avenue  
Hartford, CT 06106

The Honorable (Name of Legislator)  
State Senator/Representative  
Legislative Office Building  
Hartford, CT 06106-1591

You can find links to information about your State Representative and Senator including a more specific mailing (and email) address on the Connecticut General Assembly's web site at: [www.cga.ct.gov/maps/townlist.asp](http://www.cga.ct.gov/maps/townlist.asp)

### LETTER WRITING SUGGESTIONS

- Limit your letter to one page.
- Ask your organization's board chairperson to sign the letter.
- Thank officials for this year's CCT appropriation and for your grant.
- Use specific information to describe your project and how it affects the community.
- Describe who the program/project will serve and emphasize its public benefits (e.g., promoting education, access for underserved communities, economic impact).
- List private dollars your organization has raised to match the state grant and describe how the grant helps leverage these dollars.

**SAMPLE LETTER TO AN ELECTED OFFICIAL**

Dear Governor/Senator/Representative\_\_\_\_\_:

We are pleased to report that we have received a grant of \$\_\_\_\_\_ from the Connecticut Commission on Culture & Tourism. Thank you for your continued support of the agency and this year's appropriation.

Your support will allow us to (Describe your grant project – Who will it serve? What are the benefits to your community?).

The CCT grant must be matched at least 1:1 with private dollars and has helped us leverage \$\_\_\_\_\_ from (List the foundations, corporations, local businesses, private individuals, etc., that have additionally supported your project).

We invite you to attend a (performance/exhibit/opening/class, etc.) so you can see firsthand what we do and how state support helps make it happen. (I will contact you within the next few weeks to schedule a time/ Invitations will be sent to your office/We hope that you might give some opening remarks, etc.). In the meantime, we will send you our newsletter and press releases regularly to keep you apprised of events we are promoting in the community.

Thank you, again.

Sincerely,

Executive Director/Member of the Board

**SUGGESTIONS TO  
INVOLVE  
LEGISLATORS AND  
STATE OFFICIALS**

- Meet with your legislators in the district to talk about the importance of funding cultural activities.
- Invite legislators to performances, openings, classes and publicly recognize them at the events, giving them an opportunity to speak.
- Add legislators and other state officials to your mailing lists for events, media announcements and newsletters.
- Follow-up with any offers you make to meet, send invitations, provide further information, etc. Treat legislators in the same manner as you would corporate or other supporters.

For more information on public arts funding, the National Assembly for State Arts Agencies offers several useful publications at [www.nasaa-arts.org/publications/advo.shtml](http://www.nasaa-arts.org/publications/advo.shtml).

For more information about tourism marketing and strategies, visit the National Tour Association website at [www.ntaonline.com/index.php](http://www.ntaonline.com/index.php).

For more information on public funding, historic preservation opportunities and resources go to the National Conference of State Historic Preservation Officers website at <http://ncshpo.org>.



**Connecticut Commission  
on Culture & Tourism**

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Telephone: 860-256-2800  
[www.cultureandtourism.org](http://www.cultureandtourism.org)  
[www.CTvisit.com](http://www.CTvisit.com)