

Fraser Salmon & Watersheds Program



Fraser Basin Council



FSWP Acknowledgement

Information for Proponents

FSWP strongly encourages proponents to help increase the public's appreciation of watershed and salmon issues by promoting their projects to key audiences. In addition, FSWP requests public acknowledgement of its funding support. To address both of these goals simultaneously, there are multiple options that will enhance your project:

- Sign that highlights your project and perhaps gives interpretive information
- Sign that promotes a behaviour change relevant to your project
- Traveling display about the project
- Event for the public or key audiences, that also includes public officials and / or media
- Media release about significant milestones for your project or other newsworthy announcement
- Any other approach you and your FSWP representative devise for making two things visible: the issues your project addresses and FSWP's funding

The intent is to find a win-win opportunity that both enhances your project and meets the request to acknowledge FSWP funding support. Your FSWP project representative can advise you about your best option to meet the acknowledgement request. Please read the guidelines on the next page carefully.

How can we help you?

In coordination with your project's representative, FSWP can provide:

- Signage grants (up to \$500, and possibly more if there is a good educational opportunity)
- Recommendation for a sign fabricator familiar with FSWP signage procedures
- Event sponsorships (up to \$500)
- Think Salmon logo'd items for prizes and events
- A toolkit that provides PR advice and templates for signs, media releases, etc.

Questions?

Ask your FSWP representative or Megan at mmoser@psf.ca.

Acknowledge FSWP funding please!

Guidelines

Suggested language: "This project is (supported by / partnered with) Fraser Salmon & Watersheds Program, a joint program of Pacific Salmon Foundation and Fraser Basin Council that strategically delivers funds from the provincial Living Rivers Trust Fund and a federal initiative of Fisheries and Oceans Canada."

Logo and Backgrounder : For links to these tools, find "FSWP Communication Tools" in the FSWP Notices at the bottom of ThinkSalmon.com front page.

Associating FSWP with the projects it funds is critical to making FSWP visible and likely to continue. For this reason, FSWP requests public acknowledgement of its funding from proponents. Here are guidelines:

Sign or traveling display

- To meet the acknowledgement request and receive a grant, the sign or display must include the FSWP logo.
- Content can range from simply naming the project, to detailed interpretive information, to suggesting a relevant behaviour change. Discuss ideas with your FSWP representative.
- FSWP has made arrangements with a sign maker, Artcraft, to finalize designs, fabricate and then deliver signs directly to proponents, and invoice FSWP. See details below.
- Proponents may also work with another sign vendor, send the design to Megan at mmoser@psf.ca for approval, and then submit the invoice to FSWP for payment.

Event

- To meet the acknowledgement request and receive a sponsorship, the event must include outreach to public officials and / or media and mention FSWP in one or more of the ways listed below using language similar to above.
- Include FSWP logo on event flyers, posters and other event promotion.
- Include FSWP logo on items being given away at the event, as appropriate
- Acknowledge FSWP in event remarks.
- Mention FSWP in printed materials and include FSWP backgrounder with printed materials, as appropriate.

Media release

- To meet the acknowledgement request, the release must mention FSWP using language similar to above and attach the FSWP backgrounder.
- Advice and templates for a media release are included in the PR toolkit.

Website

- We would appreciate acknowledgement on your website, as appropriate, although this is not sufficient for the acknowledgement request.

Working with Artcraft

To simplify sign acquisition, FSWP has contracted with Artcraft to work directly with proponents to fabricate these signs. Standardly, these are durable, full color signs that are digitally printed with vegetable dye inks and mounted on recycled plastic and come in 5 sizes:

- 8 x 10 inches (\$90)
- 18 x 24 inches (\$203)
- 24 x 36 inches (\$267)
- 36 x 48 inches (\$523)
- 48 x 96 inches (\$1,120)

Process

- Proponent drafts sign copy and layout, and then works directly with Duane at Artcraft (604-552-1055, dfast@artcrft.com) on any questions.
- Proponent is required to include the FSWP logo on their sign. Artcraft has the high resolution version needed for fabrication.
- Proponent will need to supply high resolution graphics to Artcraft, including photos and logos for the organization and any other partners
- Artcraft produces sign image and sends to Megan for final approval
- Once approved, Artcraft fabricates signs, delivers directly to proponent and invoices FSWP
- Proponent is responsible to provide frame and mounting, either through Artcraft via a separate payment or some other means. See www.artcrft.com (yes, the 2nd "a" is missing) for information about these add-ons.