



Department of Economic and
Community Development

Office of Tourism

CREDIT & PUBLICITY KIT

For Grant Recipients

FY 2015 (2014-2015)

CREDIT & PUBLICITY KIT FOR DECD GRANTEES

As a grantee of the Department of Economic and Community Development (DECD), Connecticut Office of Tourism (COT), it is crucial that you communicate with elected officials and the public about the value of tourism programs in your community. This Credit and Publicity Kit is designed to help you acknowledge the public funding you receive and effectively communicate with elected officials and others how the funding from the state enables you and/or your organization to bring cultural and tourism programs to the citizens of Connecticut and visitors to Connecticut's tourism entities. Your acknowledgement of the support your organization has received from DECD/COT helps to support the future funding of DECD/COT and, thus, funding of DECD/COT's grant programs.

ACKNOWLEDGING DECD SUPPORT

Credit

All grantees must credit the Connecticut Office of Tourism (COT) by using the proper approved logo.

DECD/COT Logo: Grant materials require that the Connecticut Office of Tourism be given credit with the DECD/COT logo. The logo is available in several formats. It can be reproduced in full-color or black & white. It must be reproduced without alteration.



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In those instances where use of the logo is not feasible, the words "*with support from the DECD/Connecticut Office Of Tourism*" must appear.

Promotional Materials. Credit must be given by using the state brand 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 that credits another funding source must also credit DECD/COT.

**ACKNOWLEDGING
DECD SUPPORT
CONTINUED**

Online Materials. Use the DECD/COT logo prominently in online materials (including web sites, electronically distributed releases and intranets) to which your grant contributes. When the DECD/COT logo appears on a grantee's website, it must link to www.CTvisit.com.

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

Exhibition Signage. For any exhibition presented with funding from DECD/COT, wall text listing sponsors must include "DECD/Connecticut Office of Tourism" with other major public, private and corporate sponsors, in proportion and in order of the size of contribution.

Promotional Materials. Credit must be given in all promotional materials distributed in association with any DECD/COT 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 DECD/COT.

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

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

Sponsorship Benefits. If sponsorship benefits package exists, then DECD/COT must receive benefits commensurate with grant funding provided.

**BEYOND THE
REQUIREMENTS**

A few suggestions to 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 DECD/COT funding and how it impacts your organization's ability to serve our state.
- Arrange for an article in your local newspaper about DECD/COT funded programs or write an opinion piece about the significance of state support for tourism.

**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. DECD 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 DECD/COT 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 DECD/COT in these articles.

Sample Press Release About DECD/COT Grant

Date
Organization Contact Name
For Immediate Release
Contact Telephone Number

The (name of organization) has received a matching grant of \$_____ from the Department of Economic and Community Development, Office of 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 Department of Economic & Community Development, Office of Tourism's mission is to preserve and promote Connecticut's tourism assets in order to enhance the quality of life and economic vitality of the state.

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**CONTACTING
STATE OFFICIALS**

Funding for DECD/COT 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 tourism marketing efforts and programs, including impact on the economy, education, workforce development, and more. It is very important to thank those elected officials responsible for appropriating funds to the DECD/COT. Letters may be addressed to:

The Honorable Governor Dannel P. Malloy
Office of the Governor
State Capitol, 210 Capitol Avenue
Hartford, CT 06106

The Honorable (Name of Legislator)
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

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 DECD/COT Statewide Tourism Marketing Fund appropriation and for your grant.
- Use specific information to describe your project and how it affects the community.
- List private dollars your organization has raised to match the state grant and describe how the grant helps leverage these dollars.
- State the economic impact of your organization or event on your community, including the number of people your organization employs.

**SUGGESTIONS
TO INVOLVE
STATE AND LOCAL
ELECTED OFFICIALS**

- Meet with your legislators and other elected officials in the district to talk about the importance of funding the Statewide Tourism Marketing Fund.
- Invite and recognize elected officials at events, giving them an opportunity to speak.
- Add elected 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 elected officials in the same manner as you would corporate or other supporters.

For more information about tourism marketing and strategies, visit the U.S Travel Association website at www.traveleffect.com.



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