

The following text is an example of the text which must be included in an agreement with partners with regard to acknowledgement of project funding with a sign or other materials. Please ensure this is included, with guidance from your legal counsel.

Marketing, Publicity and Communications Guidelines

For the purposes of this Schedule “F”, all references to the **Municipality** shall be deemed to include any of its **Partners** and **Sub-Contractors**, as applicable.

1. The **Municipality** will cooperate with the Province in such public announcements, news releases or event opportunities regarding the **Services** as the Province requests.
2. The **Municipality** will not provide any media releases, promotional materials or communications in a public forum with respect to the **Services** except where the same have been approved in advance by the Province.
3. The **Municipality** will acknowledge the financial contribution made by the Province on any signage, posters, exhibits, pamphlets, brochures, advertising, websites, forms for use by **Participants**, or other publications and promotional materials produced by the **Municipality** and related to the **Services** (collectively, “**Communications**”), as well as at any offices where **Participants** receive **Services** funded under this Agreement, in a manner satisfactory to the Province.
4. All Communications must display the following logos and, if provided by the Province, a funding acknowledgment statement (collectively, the “**Branding**”):



5. All Communications must have prior approval from the Province. To obtain prior approval the Service Provider must submit the proposed template for the Communications to the Province identifying the media channel and duration of the proposed Communications.
6. Any urgent media deadlines for the Communications should be flagged when requests for approvals are submitted.
7. At any office or location where the **Services** are delivered, the **Service Provider** will display the signage provided by the Province or will provide and display locally produced signage pre-approved by the Province.
8. The **Service Provider** will ensure that cheques or deposit statements provided to **Participants** receiving financial assistance from the **Service Provider** in respect of the **Services** are provided to the **Participants** together with an insert pre-approved by the Province bearing the Branding.
9. Any and all use by the **Service Provider** of the Provincial logo set out in the Branding will be in the form provided, and will comply with the graphic standards and any conditions communicated, by the Province to the **Service Provider** from time to time.
10. The Province is and shall remain the owner of all right, title and interest in and to the Provincial logo set out in the Branding, and any goodwill associated with the use of such Provincial logo by the

Service Provider will ensure entirely to the Province. Any proprietary rights not specifically granted by to the **Service Provider** under this Agreement remain with the Province including, without limitation, copyright and trademark protection.