

TOWN OF GAWLER

Sponsorship and Grant Assistance Acknowledgement Requirements

A condition of receiving sponsorship or grant assistance (monetary or in-kind) from the Town of Gawler, is that recipients acknowledge the support received in accordance with this document.

Recipients will need to provide evidence of how the Town of Gawler's support was acknowledged as part of acquittal reporting in relation to the supported event, project, or activity.

Town of Gawler has developed the below uniform requirements for acknowledgement of the support that it provides as a guide for recipients. The level of acknowledgement required from recipients is reflective of the value of support being provided.

Total Value (monetary and in-kind support received)	Level of Acknowledgement				
	SOCIAL MEDIA	WRITTEN	VERBAL	LOGO	PRESENTATION AND INVITATION
Up to \$500	X				
\$500 to \$5,000	X	X	X		
Over \$5,000	X	X	X	X	X

1. Social Media

Official acknowledgement of Council's support with the words "Supported by the Town of Gawler" is encouraged to be included in all your relevant social media posts. The addition of the relevant handle or hashtag(s) listed below is approved:

Handles		Hashtags			
Twitter	@townofgawler	Twitter	#TownofGawler	#Gawler	#Supported
Facebook	@townofgawler	Facebook	#TownofGawler	#Gawler	#Supported
Instagram	@townofgawler	Instagram	#TownofGawler	#Gawler	#Supported
LinkedIn	@townofgawler	LinkedIn	#TownofGawler	#Gawler	#Supported

Recipients are urged to contact the Town of Gawler's Marketing and Communications department if advice is required on creating your digital content in relation to the above acknowledgement requirements.

No formal approval is required from the Town of Gawler before proceeding with the [Social Media](#) level of acknowledgement.

2. Written

Official acknowledgement of Council's support with the words "Supported by the Town of Gawler" is required to be included in all press releases and print media related to the event, project, or activity being supported. Examples of material in which this official acknowledgement is required include:

- Press releases
- Invitations
- Print advertisements
- Documents, publications, reports, brochures, newsletters, signage, posters, flyers, banners, etc.
- The Town of Gawler may also be given the opportunity to contribute a 'sponsor's message' for any relevant publication
- On digital media channels including websites, electronic direct mail, e-newsletters, etc.
- When websites or other digital presences have been developed with the Town of Gawler's support, recipients may also include a link to the Town of Gawler's website. (URL for this link will be provided).

Recipients are urged to contact the Town of Gawler's Marketing and Communications department if advice is required in relation to written acknowledgement requirements.

No formal approval is required from the Town of Gawler before proceeding with the [Written](#) level of acknowledgement.

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3. Verbal

The recipient may verbally acknowledge the Council's support during speeches, interviews, or promotions related to the event, project, or activity. This acknowledgment may be done at an appropriate time when participating in, or conducting any such communication. It can be made by the recipient themselves, representatives of the recipient, or the master of ceremonies at the supported event, project, or activity.

Recipients are urged to contact the Town of Gawler's Marketing and Communications department if advice is required in relation to verbal acknowledgement requirements.

No formal approval is required from the Town of Gawler before proceeding with the Verbal level of acknowledgement.

4. Logo



The Town of Gawler logo (to be supplied by Council Staff) is to be included on all print material related to the event, project, or activity being supported, and in accordance with Council's Brand Standards (to be provided by Council Staff).

Recipients are urged to contact the Town of Gawler's Marketing and Communications department if advice is required in relation to Logo acknowledgement requirements.

No formal approval is required from the Town of Gawler before proceeding with the Logo level of acknowledgement.

5. Presentation and Invitation

If your event, project, or activity being supported by Town of Gawler is proposed to include a ceremony, then the Mayor may be provided with an opportunity to speak.

If you are wishing to engage the Mayor, then the recipient liaises with the Mayor's Office (details at the end of the document) .

An invitation to the event, project, or activity being supported may be provided to the Mayor, Deputy Mayor, Council Members and Council's Chief Executive Officer.

Such an invitation to be provided prior to the event, project, or activity.

Recipients are urged to contact the Mayor's Office if advice is required in relation to Presentation and Invitation requirements.

Contact Details

Mayor's Office

Phone 08 8522 9221

Email angela.savelli@gawler.sa.gov.au

Marketing and Communications Department

Phone 08 8522 9264

Email communications@gawler.sa.gov.au