

**L&L Nippert**

CHARITABLE FOUNDATION

**L&L Nippert Charitable Foundation**

**RECOGNITION POLICY GUIDELINES**

**June 2017  
Amended January 2018**



## **Recognition Policy Introduction**

Congratulations on your grant award from the L&L Nippert Charitable Foundation (the “Foundation”). We are pleased to designate support from the Foundation in recognition of your organization’s community impact.

This Recognition Policy provides your organization with guidelines when acknowledging the Foundation. Please review this Recognition Policy with all staff members who handle marketing, graphic design, website management, signage, press relations, curtain speeches, etc., for your organization.

Thank you for your efforts to recognize the Foundation and for all you do to make the Tri-State area a better place.

Carter F. Randolph, Ph.D.  
President  
L&L Nippert Charitable Foundation



*If you have any questions, please contact the Foundations Administrator at 513-891-7144.*

Please give credit to the L&L Nippert Charitable Foundation (the “Foundation”) in all promotional materials as space is available including programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, e-communication vehicles, street banners, box office windows, and the like.

**Name and Brand Mark Usage** – When referring to the donor, always use the full name:

**L&L Nippert Charitable Foundation**

Always spell and use the letters presented – capitals remain capitals.

When crediting the Foundation for its support, use the current logo available for download at <https://www.lnlcharitable.org>.

Upon an organization’s request, the Foundation can mail a hard copy of the current logo.

As a general rule, the logo should never appear at a size less than ¾” in width on printed materials, and the logo must be proportionate in size to other logos of donors based on the anticipated annual amount of funding received. If, for example, Group A is expected to give \$10 and the Foundation is expected to give \$100, the Foundation’s logo should be 10 times larger than the logo for Group A.

**In all cases, please make sure to use the logo so that it is clearly legible and recognizable.**

**Print Recognition:**

**Event Programs**

Organizations receiving support from the Foundation will use, in a size *at least 1” in width*, the Foundation’s logo on the title page of all programs. Logo size and placement should be reasonably proportional to the Foundation’s support when compared to other sources of funding.

### **Newsletters**

Arts organizations that publish a newsletter should include the Foundation's logo for a seasonal ad. We understand that publication sizes will vary.

### **Newspaper/Magazine Advertising**

Logo credit should be given to the Foundation in all print advertising placed by organizations that is 10 column inches or larger. When the financial support of the Foundation comprises the largest share of multiple sources of annual support, acknowledgment of the Foundation's support should be larger in printed materials, publicity, and advertising than acknowledgment of other sources of financial support.

### **News Releases**

News releases must credit the Foundation's support by using the logo or appropriate written credit. For example: "XYZ is supported by the generosity of the L&L Nippert Charitable Foundation."

### **Event Signage**

For a temporary exhibit, wall text must list the Foundation with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibit crediting the Foundation as follows: "Supported by the generosity of the L&L Nippert Charitable Foundation."

### **Electronic Recognition:**

#### **Broadcast Advertising**

Please include the Foundation in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to the Foundation (copy: Funding support comes from the L&L Nippert Charitable Foundation, and television spots should include the L&L Nippert Charitable Foundation logo.

#### **Electronic Advertising**

Logo credit should be provided in all electronic advertising on the Internet. Please include the Foundation's logo, along with a link to [www.lnlcharitable.org](http://www.lnlcharitable.org), on the front page of the organization's website. When the financial support of the Foundation comprises the largest share of multiple sources of annual support, acknowledgement of the Foundation's support shall be larger in electronic advertising than other sources of financial support.

### **Oral Recognition:**

When written credit is not applicable, in cases where there is no printed program, organizations should provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank the L&L Nippert Charitable Foundation. If an announcement is not possible, organizations may place a sign at the entrance of the event.

### **Program/Playbill Advertisements:**

Upon request, the Foundation will provide organizations with program/playbill advertisements.

Please provide one full-page of advertising space in all season or exhibit programs.

**Proof of Credit:**

The Foundation should be on all member/subscriber/donor mail and e-mail lists in order to receive copies of such materials. Please forward sample copies of programs or other materials to the attention of Foundations Administrator, L&L Nippert Charitable Foundation, c/o The Randolph Company, 4200 Malsbary Road, Cincinnati, Ohio 45242.



CHARITABLE FOUNDATION

**AGREEMENT**

**Grant Recipients**

Our signature below indicates that the \_\_\_\_\_  
(name of the organization), to the best of our ability, agrees to abide by the guidelines set forth in the attached four page Recognition Policy.

\_\_\_\_\_  
**Board President** **Date**

\_\_\_\_\_  
**Chief Professional Officer** **Date**

\_\_\_\_\_  
**Artistic Director** **Date**

\_\_\_\_\_  
**Development Director** **Date**

\_\_\_\_\_  
**Marketing Director** **Date**

**Please submit this signed Agreement via email to L&L Nippert Charitable Foundation at [sylvia@therandolphcompany.com](mailto:sylvia@therandolphcompany.com) or mail to:**

**The Randolph Company  
L&L Nippert Charitable Foundation  
4200 Malsbary Road  
Cincinnati, OH 45242**