



**TRANS CANADA TRAIL
SENTIER TRANSCANADIEN**

HOW TO ACKNOWLEDGE YOUR GRANT

A GUIDE FOR TRAIL FUNDING PROGRAM RECIPIENTS

CONGRATULATIONS



on receiving Trail Funding
from Trans Canada Trail!

INTRODUCTION & OBJECTIVE

By accepting Trail Funding from Trans Canada Trail, you have made a commitment to publicly acknowledge our support. You must do this for the duration of your grant contract.

Trans Canada Trail (TCT) works with the Government of Canada and other contributors to make strategic investments in the development and promotion of the Trans Canada Trail.

Organizations benefitting from public funds and private donations through a grant from TCT are accountable for the use of those funds, and are required to provide appropriate recognition for the support received as part of the Funding Agreement governing the grant. Recognition requirements are identified on the **Trans Canada Trail Grant Recognition Grid** that forms part of the Agreement.

As funding recipients, you are required to increase awareness about TCT's contributions and to show how the results of TCT's development efforts are contributing to enhancing the Trail. Through this acknowledgement of TCT, we hope that awareness will be raised and more support and funds generated for projects like yours in the years to come.

The acknowledgement samples included are meant as a supplement to contribution agreements concluded between TCT and the funding recipient.

Appropriate recognition of TCT is appreciated wherever possible, but must include the following activities:

- Visually acknowledge TCT by including our acknowledgement logo and/or written message on printed material.
- Include news of your funding in any publications your organization produces, such as newsletters, annual reports, etc.
- Include TCT quotations in news releases related to the project.
- Proactively promote success stories to local media.
- Mention TCT support at events, conferences, etc.
- Acknowledge TCT on websites and social media platforms.

Start planning your acknowledgement as soon as you receive a grant. Refer to the **Trans Canada Trail Grant Recognition Grid on page 4.**

TRANS CANADA TRAIL GRANT RECOGNITION GRID

REQUIREMENTS	GRANT AMOUNT				
	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 plus
PROMOTIONAL MATERIAL & PUBLICATIONS - PAGE 6 - Include acknowledgement logo and provide TCT organization description on all printed or electronic materials relating to the Trail Funding Program project.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WEBSITE & SOCIAL MEDIA - PAGE 6 - Acknowledge TCT grant on your website and social media platforms.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CONSTRUCTION SIGNAGE - PAGE 7 - For construction projects, place provided signage at project site from beginning of project until one year following the official opening. Provide TCT with photographs of signage in place.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOCAL MEDIA & PUBLIC RELATIONS - PAGE 8 - Reach out to media to promote your story.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TRAIL FUNDING GRANT ANNOUNCEMENT - PAGE 9 - A public announcement of the grant is required. Notify us a minimum of 4 weeks in advance to allow for TCT rep(s) to attend, if available.	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EVENT - PAGE 10 - Invite TCT to any event(s) related to the TCT Trail Funding project. Notify us a minimum of 4 weeks in advance to allow for TCT rep(s) to attend, if available.	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPENING EVENT - PAGE 10 - Hold an opening event, with ribbon-cutting ceremony. Notify us a minimum of 4 weeks in advance to allow for TCT rep(s) to attend.	Optional	Optional	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PLAN - PAGE 10 - Include TCT rep(s) in the planning of the grant announcement and media relations plan.	Not required	Not required	Not required	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SPEAKING ROLE - PAGE 10 - Provide speaking role for TCT rep at grant announcement and opening event.	Not required	Not required	Not required	Not required	<input checked="" type="checkbox"/>

HOW TO USE OUR ACKNOWLEDGMENT LOGO

You are welcome to choose which logo best suits your purposes. Vertical and horizontal bilingual versions of the logo are available.

LOGO + PROTECTION SPACE

VERTICAL



MINIMUM SIZE



TRANS CANADA TRAIL
SENTIER TRANSCANADIEN

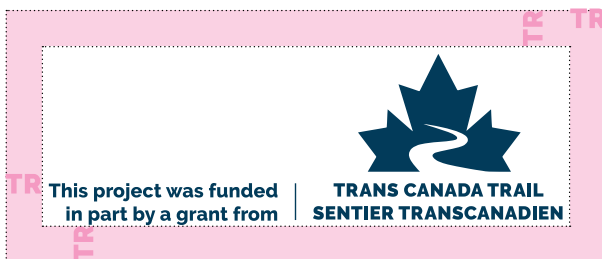
This project was funded in part by
a grant from Trans Canada Trail

**1 INCH WIDE
(1000 PIXELS)
MINIMUM**

The size at which the logo is used must be proportionate to the size of the materials you are producing, and should not appear distorted.

For larger acknowledgement materials, please ensure that the logo is big enough to be clearly visible from a distance of five metres.

HORIZONTAL



Where logo placement is not available, the following sentence should be used instead:

This project was funded in part by a grant from Trans Canada Trail to enhance our local section of Canada's national trail.



Download logos [HERE](#)

WHERE TO USE OUR ACKNOWLEDGMENT LOGO

Publicly acknowledging your grant means that our logo must be visible in all print and digital materials produced for your project.

PROMOTIONAL MATERIAL & PUBLICATIONS

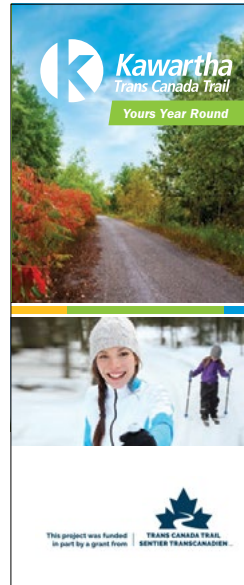
English and French versions are available for download. These should be used on any form of promotional and printed materials relating to your project, for example:

- Leaflets and brochures
- Printed and electronic newsletters
- Maps and posters
- Postcards
- Educational materials
- Guidebooks
- Annual reports
- Emails and electronic cards

WEBSITE & SOCIAL MEDIA

As more and more TCT Trail Funding projects have an online presence, we also expect to see our funding acknowledged online:

- Include the acknowledgment logo OR the Trans Canada Trail logo and written message, along with a link to our website tctrail.ca on: your website, third-party websites and blogs.
- Publish an acknowledgement message on your social media profile(s) and tag us using [@TCTrailSentierTC](https://www.facebook.com/TCTrailSentierTC) (Facebook) / [@TCTrail](https://twitter.com/TCTrail) (Twitter) / [@TransCanadaTrail](https://www.instagram.com/TransCanadaTrail) (Instagram) and use the hashtag **#ThankYouTCT**



Check minimum size requirements when using the logo (page 5).

Ensure minimum size requirements and be creative! Use our logo imaginatively and in the best ways suitable for your project.

We expect to see our logo used in a variety of places. Make sure you explore different routes for acknowledgement.



When posting about your TCT Trail Funding project to social media, tag us and use the hashtag #ThankYouTCT



Download toolkit [HERE](#)

SIGNAGE REQUIREMENTS

Publicly acknowledging your grant means that signs showing our logo must be visible at the project site from the beginning to the end of your project.

CONSTRUCTION SIGNAGE

If you are undertaking physical works as part of your project, large site boards featuring our acknowledgement logo should be displayed while the work is taking place.

We provide **18" x 24" construction site boards free-of-charge**, featuring our logo. It is best to install these signs onto a wide wooden post using appropriate galvanized fasteners and washers.



Have you thought about:

- TCT wayfinders and arrows?
- Safety and regulatory signage?
- Rebranding your Trailhead or traverse signage?
- Rebranding your online/print maps with the TCT logo?

We're here to help!

Trail managers, following TCT guidelines and recommendations, will help to establish a consistent signage system that will be easy to follow and that will improve the experience of Trail users. For any signage questions, get in touch with:

Heidi Tillmanns
National Signage Manager
htillmanns@tctrail.ca

Construction site boards must be situated at entrances and exits where they are clearly visible to the public.

BEYOND THE LOGO

Where it's not possible to use our logo, make sure visual and verbal acknowledgement is in place.

LOCAL MEDIA & PUBLIC RELATIONS

Getting media coverage is important for bringing awareness to your project and organization. Not only does it let people know about your success, it also brings their attention to how TCT Trail Funding is spent.

Contact local media through a media release, email or phone call.

Please use the following organization description to profile TCT in your materials and at events:

About Trans Canada Trail

The Trans Canada Trail is the world's longest network of multi-use recreational trails. As of August 2021, the Trail stretches more than 28,000 km – and continues to grow – across every province and territory. It's a showcase of Canada's diverse landscapes and cultures, and a sustainable national asset that fosters unity, collaboration and connectedness. Our national trail is managed by local trail groups and partners who work in conjunction with Trans Canada Trail, a registered charity.
tctrail.ca

This (insert name of project) was funded in part by a grant from Trans Canada Trail to enhance our local section of Canada's national trail.

How does it benefit your organization to publicize your grant?

- You receive positive attention for the work you are doing.
- Increase awareness about your Trail section and its activities.
- By recognizing TCT, its partners and its donors, you are raising awareness of the Trail and the value of giving back to the community.
- Identifying TCT as a source of support lends further credibility to your efforts.
- Other Trail groups learn about TCT's grant programs and are encouraged to contact us for support.
- By sharing your story, photos and videos with us, we can make the most of the project's communication potential by collaborating on communication activities in order to reach more people and share the results.

Acknowledge your grant in speeches, presentations, and radio and TV interviews.



Download templates [HERE](#)

SHARE YOUR STORY

For TCT contribution amounts of \$10,000 or more, a public announcement of TCT Trail Funding at the beginning of your project is required.

ANNOUNCEMENT

Receiving a grant is an achievement that should be shared with your community! Here are some ideas for basic publicity that can help extend the news of your approved funding, build goodwill with your key stakeholders, and educate the public about your value to the community.

- Prepare a media release that provides the “who, what, when, and where” of your news announcement.
- Develop a distribution list in advance. Your list should include local newspapers, radio stations, television stations, online media and blogs.
- Try to link your announcement with other activities or events to increase the chances of capturing media attention.
- If your announcement is a public event, please notify TCT a minimum of 4 weeks in advance to allow for TCT rep(s) to attend, if available.
- If your TCT contribution amount is \$100,000 or more, a TCT rep must be provided with a speaking role for public announcements, as well as asked for a quote to include in written announcements.

Social media announcement examples:

- **Twitter:** Great news! [your organization’s name] is excited to announce that we received a grant from @TCTrail! #ThankYouTCT
- **Facebook:** Facebook fans, we have great news! [your organization’s name] just found out that we received a grant from @TransCanadaTrail to [explain what your grant will be used for]. #ThankYouTCT
- **Instagram:** So excited to announce that [your organization’s name] was awarded a grant from @TC_Trail! #ThankYouTCT

Social media is one of the most powerful ways for sharing news. Use photos as much as possible! Consider doing a quick, one-minute video to announce the grant, talk about how it will be used and thank TCT.



Download templates [HERE](#)

CELEBRATE YOUR ACCOMPLISHMENT

For TCT contribution amounts of \$10,000 or more, an event is required after project completion.

EVENT REQUIREMENTS

Once your project is complete, an event must be held to acknowledge TCT Trail Funding.

Include our acknowledgement logo and/or written message on all printed event materials:

- Event programs
- PowerPoint presentations
- Promotional materials, such as brochures, banners, posters, flyers and print and/or online ads

Acknowledge Trans Canada Trail's support in any speeches given at your event.

For TCT contributions of \$50,000 or more, an opening event is required.

- An opening event should include a ribbon-cutting ceremony.
- For TCT contributions of \$100,000 or more, a TCT rep must be provided with a speaking role at the event, as well as asked for a quote to include in written statements.

EVENT PLANNING TIPS TO CONSIDER

- Start planning 4-6 weeks for simple events and 3 months for major events.
- Determine the venue – accessibility, sight lines, trail experience. If outdoors, have a plan for inclement weather (tenting, umbrellas).
- Determine your budget (for venue rental costs, invitations, postage, print materials, advertising, audio visual equipment, staging/decorations, signage, photography, seating, refreshments, speaker gifts/mementos).
- Consider parking and transportation needs. Include this information when sending invitations.
- Prepare an invite list and check the availability of key invitees in advance (speakers, political representatives, granting foundations/agencies, major donors, provincial Trail partner representative(s) and other special guests).
- Develop a speakers' agenda and key speaking points for each person. Keep the remarks brief and the number of speakers to 3-4.
- Review all donor recognition pieces with TCT and other funders in advance.
- Send general invitations at least 4 weeks prior – remind by email if possible.
- Provide speakers with key points about your project and event at least 2 weeks prior. Reconfirm their attendance.
- The day before, do a call around to media to remind them of the event.
- Create a 'day of event' checklist. Do an advance check of all equipment.
- After the event: send thank you notes, photographs and media clippings to speakers and special guests. Don't forget to thank your volunteers!
- Post photographs and an event summary to your website, social media sites or newsletters.