



**TRANS CANADA TRAIL**  
**SENTIER TRANSCANADIEN** TM/MC



# HOW TO ACKNOWLEDGE YOUR GRANT

A GUIDE FOR TRANS CANADA TRAIL FUNDING RECIPIENTS

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# CONGRATULATIONS



on receiving a grant from  
Trans Canada Trail!

# INTRODUCTION & OBJECTIVE

**By accepting your Trail Funding Program grant 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 Trans Canada Trail, 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 Trans Canada Trail 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 Trans Canada Trail quotations in news releases related to the project.
- Proactively promote success stories to local media.
- Mention Trans Canada Trail's support at events, conferences, etc.
- Acknowledge Trans Canada Trail 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

GRANT AMOUNT	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 plus
<p><b>REQUIREMENTS</b></p> <p><b>CONSTRUCTION SIGNAGE</b> - <a href="#">PAGE 6</a> -</p> <p>For construction projects, place provided signage at project site from beginning of the project until one year following the official opening.</p> <p><b>Provide Trans Canada Trail with photographs of signage in place with your Final Report.</b></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>WEBSITE, PROMOTIONAL MATERIAL &amp; PUBLICATIONS</b> - <a href="#">PAGE 7-8</a> -</p> <p>Include acknowledgement logo (provided in the toolkit).</p> <p><b>Provide digital copies on all materials relating to the Trail Funding Program project with your Final Report.</b></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>SOCIAL MEDIA</b> - <a href="#">PAGE 7-8</a> -</p> <p>All Trail Funding Program grant recipients are required to announce their grant on social media (pre-written text, social media visuals and applicable hashtags and social handles provided in the toolkit).</p> <p><b>Provide links and/screenshots with your Final Report.</b></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>LOCAL MEDIA &amp; PUBLIC RELATIONS</b> - <a href="#">PAGE 8-9</a> -</p> <p>Reach out to media to promote your story. Contact local media through a media release, email or phone call (a media advisory template and media release template provided in the toolkit).</p> <p><b>All media advisories/releases must be approved by Trans Canada Trail; please send to <a href="mailto:media@tctrail.ca">media@tctrail.ca</a>. Allow for a minimum of 3 business days for approval.</b></p>	Optional	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>EVENT</b> - <a href="#">PAGE 10</a> -</p> <p>If you opt to hold an event, Trans Canada Trail must be advised and given the opportunity to attend (if available).</p> <p><b>All event advisories/invitations must be submitted to Trans Canada Trail a minimum of 4 weeks in advance via <a href="#">this form</a>.</b></p>	Optional	Optional	Optional	Optional	Optional

# 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

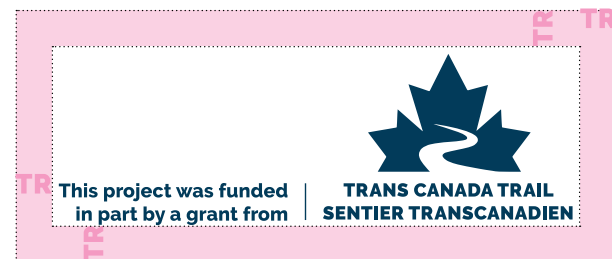
This project was funded in part by  
a grant from Trans Canada Trail

**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](#)

# 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  
Director, Trail & Infrastructure  
[htillmanns@tctrail.ca](mailto:htillmanns@tctrail.ca)

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

# 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**

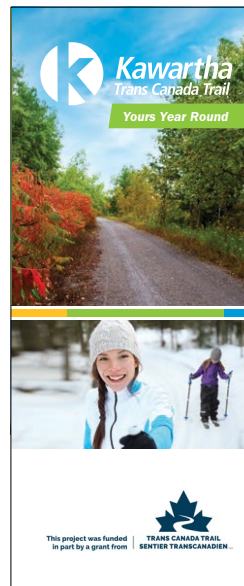
English and French versions are available for download. These should be used on any form of promotional and printed materials relating to your project, for example:

- 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 Trail Funding Program-funded 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](http://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 Trans Canada Trail funded-project to social media, tag us and use the hashtag **#ThankYouTCT****



**Download toolkit [HERE](#)**

# SHARE YOUR STORY

**For TCT contribution amounts of \$25,000 or more, a public announcement of TCT funding at the beginning of your project is required.**

## ANNOUNCEMENT

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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.

## 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 @TCtrailSentierTC 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 @TransCanadaTrail! #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](#)**



# 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 the Trail Funding Program grants are 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 (the Trail) is the longest recreational trail in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects 15,000 rural, urban and Indigenous communities across every province and territory. It is a ribbon that connects Canada's diverse landscapes, seasons, people and experiences, and fosters unity, collaboration and connectedness. Trans Canada Trail is a registered charity and stewards this national trail in collaboration with local Trail partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, Trans Canada Trail is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for generations to come. [tctrail.ca](http://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](#)**

# CELEBRATE YOUR ACCOMPLISHMENT

**If you opt to hold an event, TCT must be advised and given the opportunity to attend (if available).**

## EVENT REQUIREMENTS

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.

## EVENT PLANNING TIPS TO CONSIDER

- Start planning 4-6 weeks in advance for simple events and 3 months in advance 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.



**Advise us of your event [HERE](#)**