



---

## Recognizing SK Arts Funding

### Why it's important:

SK Arts is a public arts funder—an arms-length agency of the Government of Saskatchewan. In this period of financial restraint, it is particularly important to acknowledge your public funding in any way possible. In addition to using the correct SK Arts logo on all materials related to your grant project and acknowledging our support from the podium, you should look for opportunities to recognize the importance of public money dedicated towards arts activities in Saskatchewan.

It is imperative that the general population understand that the exhibition, performance or book they are enjoying, the event or screening they are attending in a public space, or the educational workshop they are participating in are all made possible by SK Arts grants. Please help us advocate for continued public support for the arts in Saskatchewan and more grant funding by diligently acknowledging the impact of your grant.

### Recognize SK Arts:

- Grant recipients are required to display the SK Arts logo at events. Banners and pop-up signs are available for use—contact [communications@sk-arts.ca](mailto:communications@sk-arts.ca) to borrow them. Download the latest version of our logo at [sk-arts.ca/logos](http://sk-arts.ca/logos).
- The logo must appear on all materials related to the project or organization funded by SK Arts. These may include posters, ads, annual reports, newsletters, websites, social media pages, CDs, DVDs and books. The logo display should be prominent and on par with the size of other sponsors' logos. Please review our Visual Identity Standards, available on the logo webpage, to ensure you use our logo correctly.
- Acknowledge SK Arts funding in speeches and presentations, as well as at openings, performances and other events. Make it personal—share how the funding has impacted you project, career or organization.

### If applicable, recognize funding from other funders:

- If you receive a letter indicating that Sask Lotteries funds supported your activity through SaskCulture Inc., please include the Sask Lotteries logo.
- If you receive an *Artists in Schools* grant, please include the Government of Saskatchewan logo in addition to the Sask Lotteries logo on your materials. The logo is also available on our logos page, above.

## Opportunities for advocacy

- The best advocate for public funding for the arts is you. You are key spokespeople who can ensure our government's commitment to arts support.
- Arts events offer opportunities for advocacy—involving public officials cultivates their support. Invite municipal, provincial and federal elected representatives to bring greetings at your events. A list of MLAs is available at [legassembly.sk.ca](http://legassembly.sk.ca).
- When an MLA attends your event, email us at [communications@sk-arts.ca](mailto:communications@sk-arts.ca) to let us know. We will send a message thanking them for supporting the arts in our community.

## We want to hear from you!

- Inform your SK Arts consultant of key events and presentations. SK Arts staff or board members may be able to attend and, when appropriate, provide remarks. If your project is published or presented again at a later date, be sure to let us know.
- We want everyone to know about the positive impact the arts community makes in our province. Send your good news to [communications@sk-arts.ca](mailto:communications@sk-arts.ca) so we may spread the word through our annual report, social media, e-newsletter and website.
- Tag us in your social media posts—we're on Instagram as [@saskarts](https://www.instagram.com/saskarts), on Facebook at [skartsboard](https://www.facebook.com/skartsboard) and on LinkedIn as [company/saskarts](https://www.linkedin.com/company/saskarts). Use the hashtags [#SKarts](https://www.instagram.com/hashtag/skarts), [#SaskArts](https://www.instagram.com/hashtag/SaskArts), [#SaskatchewanArt](https://www.instagram.com/hashtag/SaskatchewanArt) and [#SaskatchewanArtist](https://www.instagram.com/hashtag/SaskatchewanArtist) when posting about arts activities in the province.

## Other ways you can help:

- Send a news release to your local media when you receive a grant from SK Arts to let them know about your project.
- Invite the local media to your events.
- Send any media mentions about your project to [communications@sk-arts.ca](mailto:communications@sk-arts.ca).
- If your activity is featured in the media, we may include it in our weekly Arts News email. Sign up for both of our e-newsletters here: [sk-arts.ca/e-newsletter](http://sk-arts.ca/e-newsletter).