



Community Grants Recognition Protocol

Loyalist Township delivers community grants through a “Community Benefit Agreement” with Windlectric Inc. and a “Community Vibrancy Fund Agreement” with Kingston Solar GP Inc.

Community Grant funding recipients are required to recognize the Community Vibrancy Fund Contributions provided by Kingston Solar GP Inc., the Community Benefit Contributions provided by Windlectric Inc., and Loyalist Township in accordance with the following Community Grant Recognition Protocol.

PURPOSE

This communications protocol outlines the roles and responsibilities of each of the Parties to the Agreement in respect of communications activities related to each Project.

GUIDANCE

This communications protocol will guide all planning, development and implementation of communications activities with a view to ensuring efficient, structured, continuous, consistent, and coordinated communications to the public.

APPLICATION TO COMMUNICATION ACTIVITIES

The provisions of this communications protocol apply to all communications activities related to the Agreement and each Project.

FACTORS TO CONSIDER

The scale and scope of communications activities undertaken for any Project will take into consideration the financial value, scope and duration of the Project and the feasibility of joint communications for such communications activities. Grant recipients are encouraged to contact the Loyalist Township Communications Division at communications@loyalist.ca for support in approving or developing communication materials.

BRANDING GUIDELINES

It is important that Windlectric Inc., Kingston Solar GP Inc. and Loyalist Township are appropriately recognized (where applicable) for their support in your communication materials. It is equally important that the integrity of these entities visual branding is consistent and unwavering. Prior to printing or distribution, please submit your promotional material to the Township at communications@loyalist.ca so that we can review the materials to ensure they comply with the Brand Guidelines. Please allow up to 10 business days for approval.

SIGNAGE

Recipients of Community Grant are required to have signage recognizing funding support through the Loyalist Township Community Grant program.

Recipients of funding through the Program/Event Stream are required to post temporary signage acknowledging grant support during the event or program. This signage should be

posted in a prominent and visible location that takes into consideration pedestrian and traffic safety and visibility.

Recipients of funding through the Capital Grant Stream are required to install permanent signage acknowledging grant support. This signage should be placed within/outside a prominent and visible location that takes into consideration pedestrian and traffic safety and visibility.

Both temporary and permanent signage will be produced and supplied by Loyalist Township, however, recipients must provide the Township at communications@loyalist.ca with the following at least 10 business days prior to the commencement of their project:

- Name of recipient organization
- Project being funded

The Recipient is responsible for maintaining the signage in a good state of repair during the Project.



PRINT MEDIA

Print media, such as newsletters, flyers and media releases regarding projects supported by Loyalist Township Community Grants should include the following description of the Loyalist Township Community Grants Program:

Since 2022, the Loyalist Township Community Grants program has enabled support for charitable projects for the benefit of Loyalist Township residents. Loyalist Township, Windlectric Inc. and Kingston Solar GP Inc. are committed to working with local nonprofit organizations to facilitate opportunities to enhance or enrich the Loyalist Township community.

SOCIAL MEDIA

In social media acknowledgements, please tag Loyalist Township using the following:

Instagram: @exploreloyalist

Twitter: @loytwp

Facebook: @loytwp

LinkedIn: loyalisttownship

YouTube: @LoyalistTownshipGov

MEDIA RELEASES

If you are making an announcement to media about your Community Grant, send a draft of your press release to the Township's Communications Department at communications@loyalist.ca to ensure appropriate acknowledgment of Windlectric Inc. and Kingston Solar GP Inc., and Loyalist Township.

SUGGESTED WORDING – ALL MEDIA TYPES

"Recently, the [Recipient Organization] received \$[grant amount] through Loyalist Township's Community Grants program. This grant helped to support the [details about your project].

Funding for Loyalist Township's Community Grants program is made possible through a "Community Benefit Agreement" with Windlectric Inc. and the "Community Vibrancy Fund Agreement" with Kingston Solar GP Inc.

Since 2022, the Loyalist Township Community Grants program has enabled incorporated non-profit, charitable, and volunteer organizations to support programs for residents that enhance or enrich the community."

WEBSITE

Grant recipients should include a statement on their website acknowledging support through the Loyalist Township Community Grant program.

The following statement may be adapted to acknowledge your grant:

[Recipient Organization] received \$[grant amount] through Loyalist Township's Community Grants program. This grant helped to support the [details about your project]."

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SPECIAL EVENTS

Recipients of Loyalist Township Community Grants should verbally recognize funding support through the Loyalist Township Community Grant program.

When possible, an invitation for a speaking role for a municipal official should be considered.