

Partnership Standards

RECOGNITION FOR DONORS, SPONSORS
AND OTHER SUPPORTERS

A note on recognition

This document was developed by RRC Polytech's Marketing and Development teams to provide clear guidelines regarding preferred practices for acknowledging the contributions of our donors, sponsors and other supporters.

RRC Polytech values the many individuals and organizations whose support makes our operations possible, and as such, strives to recognize those contributions in a manner that is equitable, sustainable and (most importantly) consistent with our existing visual identity and design standards.

The following pages will detail when and where marketing and promotional materials can accommodate partner logos or branding, and when and where text-based options will need to be prioritized to meet accessibility commitments and best position our partners' contributions.

A note on partnership

Many of our centres, programs and events help to support Indigenous learners or other equity-deserving groups. "**Supported by**" or "**sponsored by**" language risks creating a one-sided impression that diminishes the spirit of collaboration.

Our goal is to frame donor recognition as a true partnership - walking alongside learners and communities, contributing together to shared outcomes - rather than positioning support as something granted from outside.

As such, apart from direct support for physical spaces (classrooms or labs), RRC Polytech will use the term "**Partner**" and "**In Partnership With**" as a standard for recognizing generous support from donors and sponsors.

Partnership Standards

DONOR AND SPONSOR RECOGNITION

Donor-First Naming Recognition

Donor-First Naming Recognition

The following applies to recognition in which the donor/sponsor name appears as part of the official name of the centre, program or event.

GENERAL REFERENCING

Your organization's name as part of the centre, program or event, etc.

EXAMPLES

Price Institute of Advanced Manufacturing
and Mechatronics

or

Qualico Introduction to Trades Program

DONOR-FIRST NAMING RECOGNITION

Website application

- Donor/sponsor logos will appear in an area of the page directly beneath the name of the centre/program/event clearly identified by a Partner heading.
- Click-through links to donor/sponsor offerings or other external websites will be used in supporting blog articles (but not on the web page).



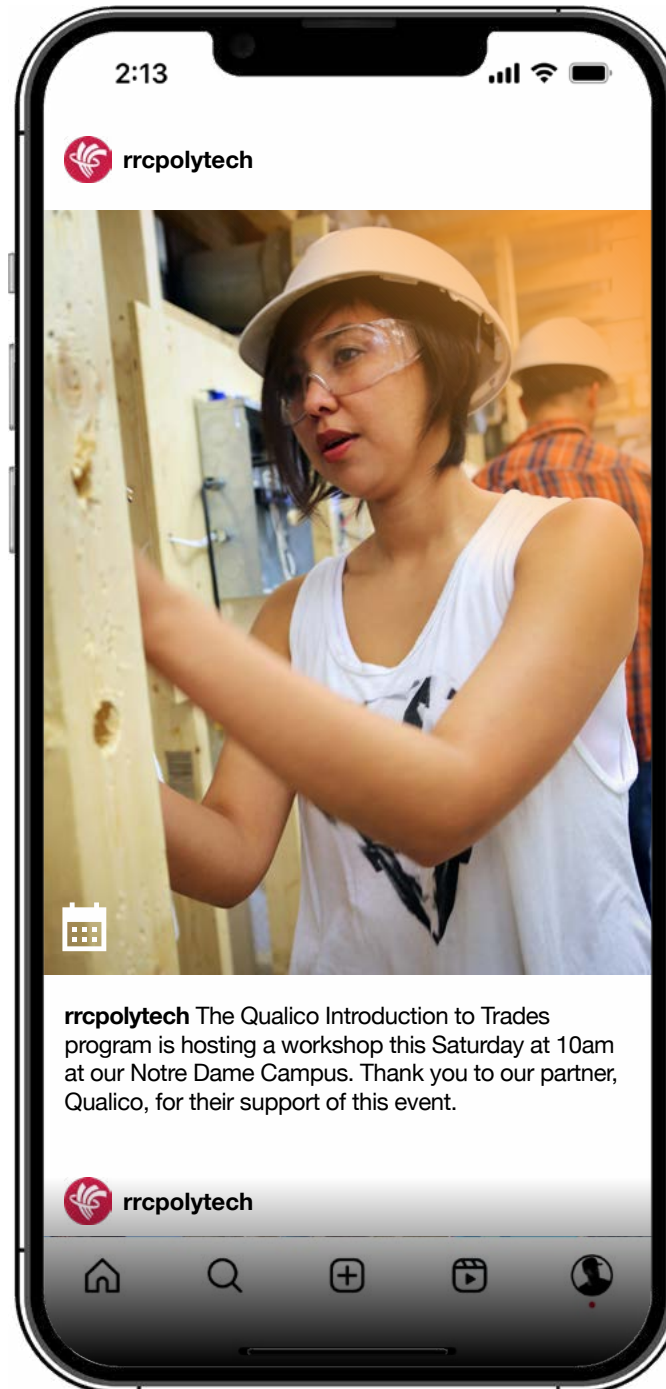
RRC.CA (DESKTOP AND MOBILE)

DONOR-FIRST NAMING RECOGNITION

Organic social media application

While every effort will be made to achieve donor/sponsor's goals, to maintain a consistent brand voice, RRC Polytech will have final say on how posts are written.

- Donor/sponsor name will always be mentioned in the title of the centre/program/event.
- Donor/sponsor will be tagged in the post if they provide appropriate social media handles.
- Donor/sponsor logos are reserved for donor/sponsor posts – these posts will be shared by RRC Polytech as often as is appropriate.
- Links in RRC Polytech posts will direct users to RRC Polytech's website or event, while links in the donor/sponsor posts (shared by RRC Polytech) will direct users to the donor/sponsor website or promotion.
- RRC Polytech cannot guarantee which platforms posts will appear on, nor how many posts will be made for an event. However, your success is our success and RRC Polytech will make every effort to market the event to audiences where and when it makes sense.



The appearance of donor/sponsor names and logos in this mockup is for illustrative purposes only.

Fonts, spacing and logo sizes may vary in actual implementations due to differences in devices, browsers and display settings.

DONOR-FIRST NAMING RECOGNITION

Paid social media application

While every effort will be made to achieve donor/sponsor's goals, to maintain a consistent brand voice, RRC Polytech will have final say on how advertisements are written.

- Instead of logos, the donor/sponsor name will appear, as per templates developed and deployed by RRC Polytech, in the title of the centre/program/event, and again as part of a thank-you message when space allows.
- RRC Polytech cannot guarantee which platforms ads will appear on, nor how many ads will be made for an event. However, your success is our success and RRC Polytech will make every effort to market the event to audiences where and when it makes sense.



DONOR-FIRST NAMING RECOGNITION

Print and signage applications

- In order to achieve branding consistency and meet legislated accessibility standards, print materials will not include donor/sponsor logos and/or taglines.
- Instead of logos, the donor/sponsor name will appear, as per templates developed and deployed by RRC Polytech, directly beneath the name of the centre/program/event, in a clearly identified Partner subheading (subtitle recognition).



Qualico Introduction to Trades



THANK YOU TO **QUALICO**

In Front of What's Ahead

< PROGRAM BANNER

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Partnership Standards

DONOR AND SPONSOR RECOGNITION

Subtitle Recognition

Subtitle Recognition

The following applies to recognition in which the official name of the centre/program/event is followed by a donor/sponsor attribution.

GENERAL REFERENCING

Name of institute or centre or program or event

IN PARTNERSHIP WITH
[Your organization's name or logo*]

EXAMPLES

Centre for Newcomer Integration
IN PARTNERSHIP WITH BMO [or logo*]
OR

Introduction to Trades
IN PARTNERSHIP WITH QUALICO [or logo*]

*Your logo will appear on the website, while only your name will appear in other applications, such as social media and print.

BODY COPY

When applied to body copy, the donor/sponsor name will be acknowledged in the first paragraph of the article or text, often as a follow-up sentence after the introduction or purpose.

EXAMPLES

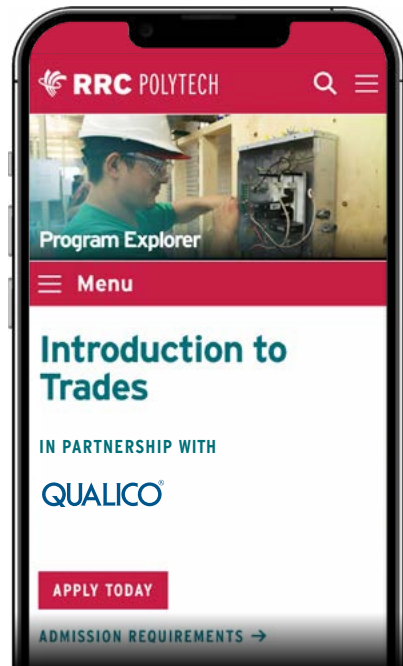
"Welcome to the Centre for Newcomer Integration. Our programs are made possible thanks to our partnership with BMO."

"The Centre for Newcomer Integration is hosting a workshop this Saturday at 10am at our Exchange District Campus. For more information or to register, visit rrc.ca/cni. Thank you to our partner, BMO, for their support of this event."

SUBTITLE RECOGNITION

Website application

- Donor/sponsor logos will appear in an area of the page directly beneath the name of the centre/program/event clearly identified by a Partner heading.
- Click-through links to donor/sponsor offerings or other external websites will be used in supporting blog articles (but not on the web page).



RRC.CA (DESKTOP AND MOBILE)

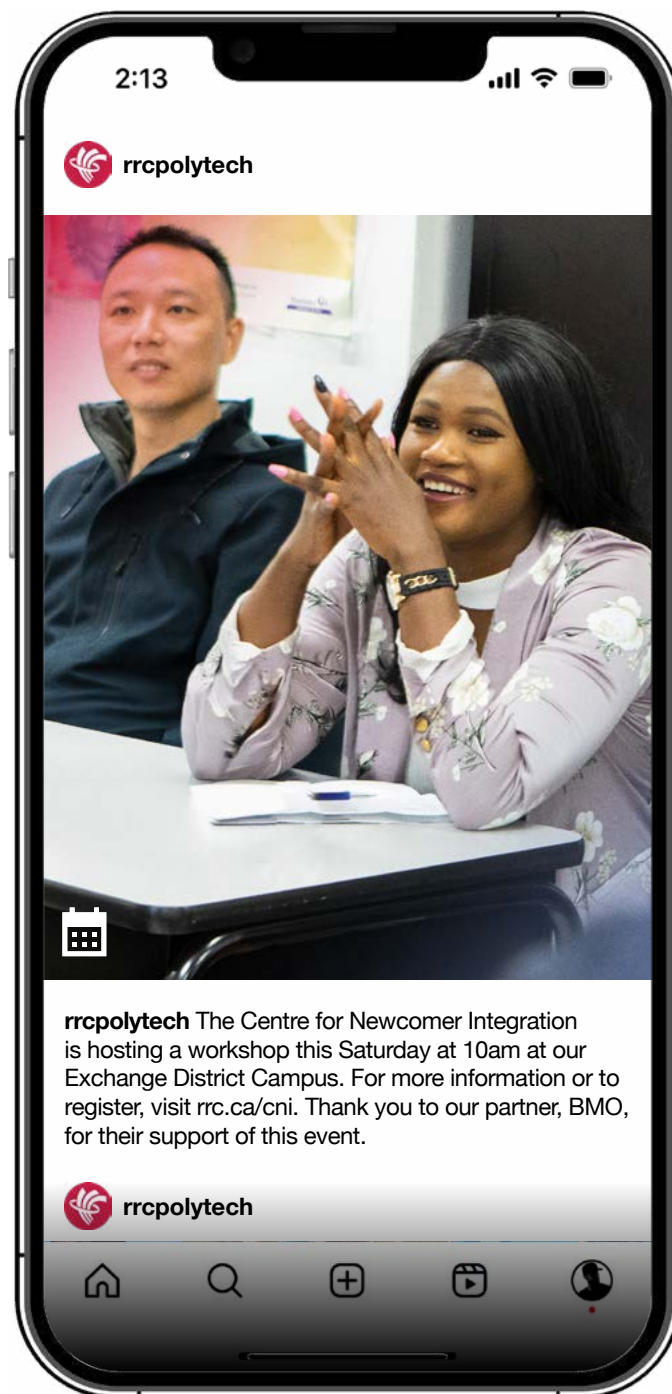
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SUBTITLE RECOGNITION

Organic social media application

While every effort will be made to achieve donor/sponsor's goals, to maintain a consistent brand voice, RRC Polytech will have final say on how posts are written.

- Donor/sponsor's name will be mentioned in the text of the post when character limits allow.
- Donor/sponsor will be tagged in the post if they provide appropriate social media handles.
- Donor/sponsor logos are reserved for donor/sponsor posts – these posts will be shared by RRC Polytech as often as is appropriate.
- Links in RRC Polytech posts will direct users to RRC Polytech's website or event, while links in the donor/sponsor posts (shared by RRC Polytech) will direct users to the donor/sponsor website or promotion.
- RRC Polytech cannot guarantee which platforms posts will appear on, nor how many posts will be made for an event. However, your success is our success and RRC Polytech will make every effort to market the event to audiences where and when it makes sense.



< ORGANIC EVENT PROMOTION

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SUBTITLE RECOGNITION

Paid social media application

While every effort will be made to achieve donor/sponsor's goals, to maintain a consistent brand voice, RRC Polytech will have final say on how advertisements are written.

- Donor/sponsor's name will appear in an area of the ads directly beneath the name of the centre/program/event, clearly identified by a Partner heading.
- RRC Polytech cannot guarantee which platforms ads will appear on, nor how many ads will be made for an event. However, your success is our success and RRC Polytech will make every effort to market the event to audiences where and when it makes sense.



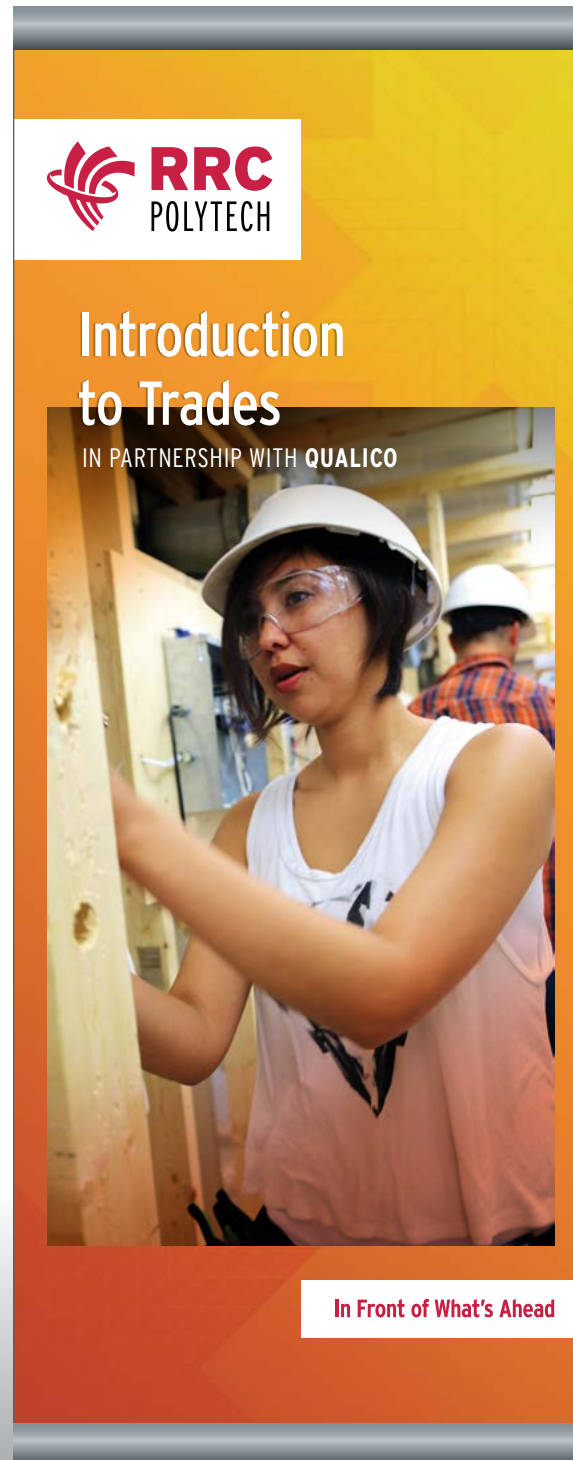
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SUBTITLE RECOGNITION

Print and signage applications

- In order to achieve branding consistency and meet legislated accessibility standards, print materials will not include donor/ sponsor logos and/or taglines.
- Instead of logos, the donor/sponsor name will appear, as per templates developed and deployed by RRC Polytech, directly beneath the name of the centre/program/event, in a clearly identified Partner subheading (subtitle recognition).



< PROGRAM BANNER

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Partnership Standards

DONOR AND SPONSOR RECOGNITION

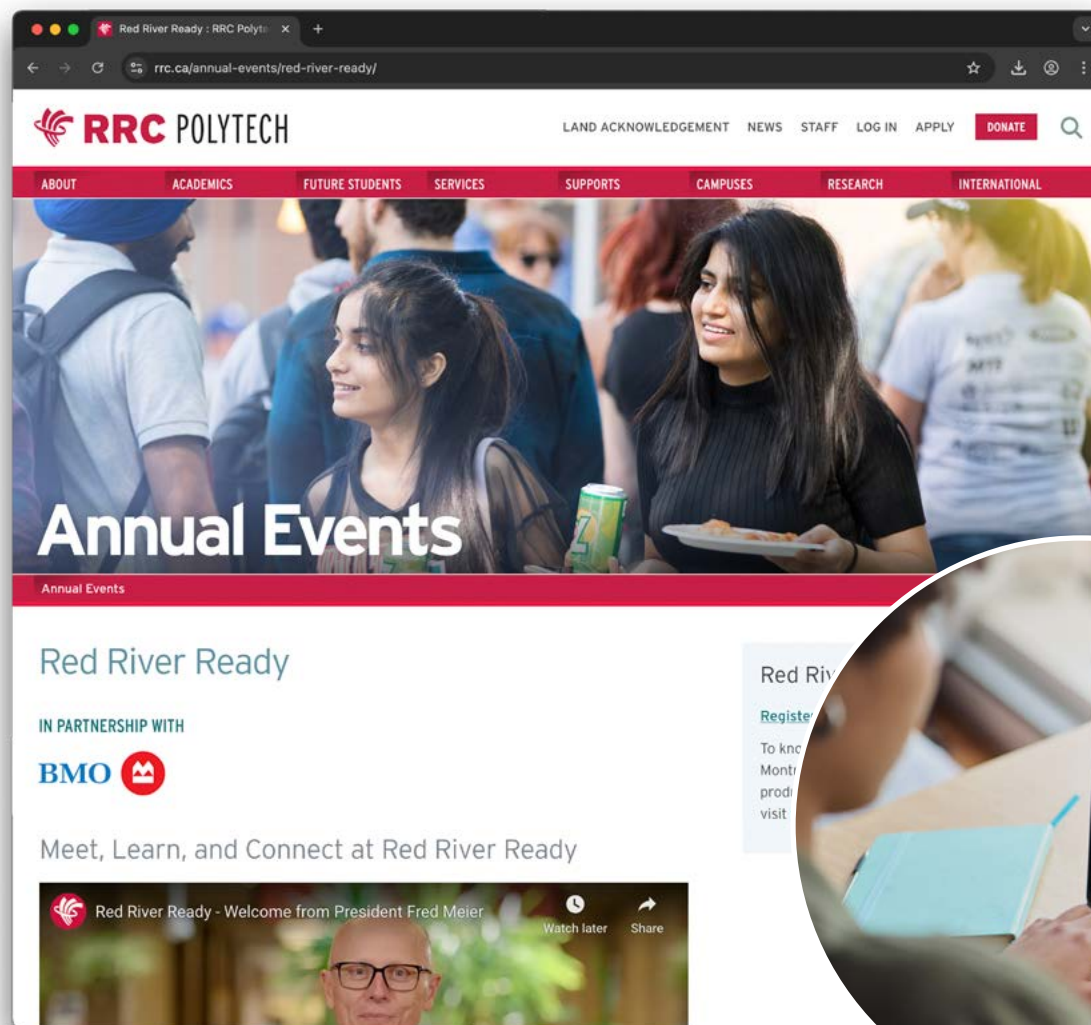
Event-Specific Material

Logo Recognition

LOGO RECOGNITION

Website application

- Donor/sponsor logos will appear in an area of the page directly beneath the name of the event clearly identified by an “In partnership with” heading.
- If multiple donor/sponsor logos are required, they will appear at the bottom of the page clearly identified by an “In partnership with” heading. Page content remains the priority, in addition to the partnership.
- Click-through links to donor/sponsor offerings or other external websites will be used in supporting blog articles (but not on the web page).



RRC.CA (DESKTOP AND MOBILE)



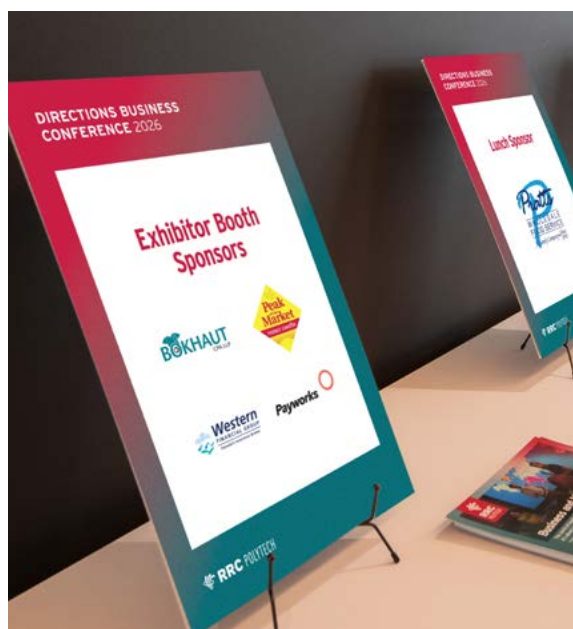
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LOGO RECOGNITION

At-event donor/sponsor logo recognition

- Events can use digital screens or specific print material to feature donor/sponsor logos. Logos should be provided in vector format (colour and reverse) so there is flexibility on their presentation.
- Donors/sponsors are encouraged to bring their own branded material to display at events.



The appearance of donor/sponsor logos in these mockups is for illustrative purposes only.

Colour, spacing and sizing may vary in actual implementations due to differences in materials, display type and printing methods.

Naming Recognition

Donor-First Naming Recognition

The following applies to **Donor-First** Naming Recognition (i.e., donor/sponsor name as part of the official name of the event).

GENERAL REFERENCING

**Your organization's name
as part of the event**

EXAMPLES

Gene Haas Manufacturing Bootcamps

DONOR-FIRST NAMING RECOGNITION

Pre-event print applications

- In order to achieve branding consistency and meet legislated accessibility standards, pre-event print materials will not include donor/sponsor logos and/or taglines.
- Instead of logos, the donor/sponsor name will appear, as per templates developed and deployed by RRC Polytech, directly beneath the name of the event, in a clearly identified “In partnership with” subheading. Date and/or location info may be given priority to ensure both are clearly communicated, in addition to the partnership.



**Gene Haas
Manufacturing
Bootcamps**

Interested in robots, 3D printing and creating designs on a computer? Grow your skills at a day-long bootcamp!

Learn how to create things using industry-standard equipment and technology, while exploring career options in Manitoba's manufacturing sector

You'll gain hands-on experience with:

- 3D printers
- Computer-aided design (CAD)
- Computer numerical control (CNC) machining
- Industrial robotics

Location: Haas Innovation Lab
RRC Polytech - Notre Dame Campus

Open to: Grade 7 and 8 students, plus a parent/guardian

Cost: \$15

Bootcamp dates:

- Saturday, Feb. 28
- Saturday, March 28
- Saturday, April 18
- Saturday, May 9
- Saturday, June 13

REGISTER NOW
rrc.ca/haasbootcamps



< POSTER

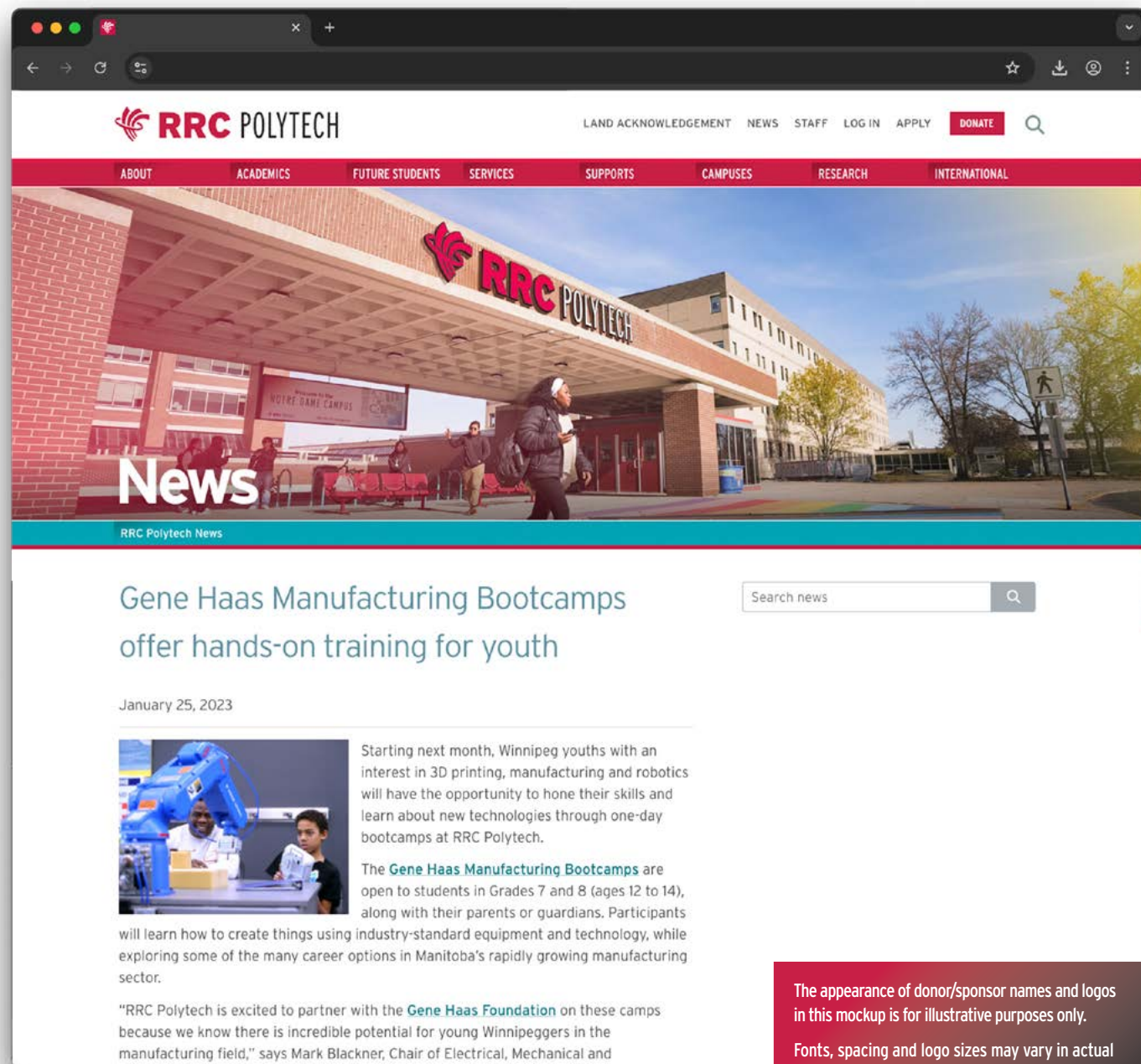
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DONOR-FIRST NAMING RECOGNITION

Website application

- Click-through links to donor/sponsor offerings or other external websites will be used in supporting blog articles (but not on the web page).



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RRC.CA (DESKTOP AND MOBILE)

Subtitle Naming Recognition

The following applies to **Subtitle** Naming Recognition (i.e., the official name of the event + donor/sponsor attribution).

GENERAL REFERENCING

Name of event

IN PARTNERSHIP WITH
[Your organization's name]

EXAMPLES

Red River Ready
IN PARTNERSHIP WITH BMO

OR

Indigenous Career Fair
IN PARTNERSHIP WITH RBC

BODY COPY

When applied to body copy, the donor/sponsor name will be acknowledged in the first paragraph of the article or text, either directly after the event name or in a follow-up sentence.

EXAMPLES

"Welcome to RRC Polytech! Join us at our orientation event for new students – Red River Ready, in partnership with Bank of Montreal.

OR

"Join us at the Indigenous Career Fair on Tuesday, 12 PM - 3 PM, in the South Gym at Notre Dame Campus. This event is made possible thanks to our partnership with RBC."

SUBTITLE NAMING RECOGNITION

Pre-event print applications

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SUBTITLE NAMING RECOGNITION

Signage applications

- In order to achieve branding consistency and meet legislated accessibility standards, at-event signage will not include donor/sponsor logos and/or taglines.
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< BANNERS

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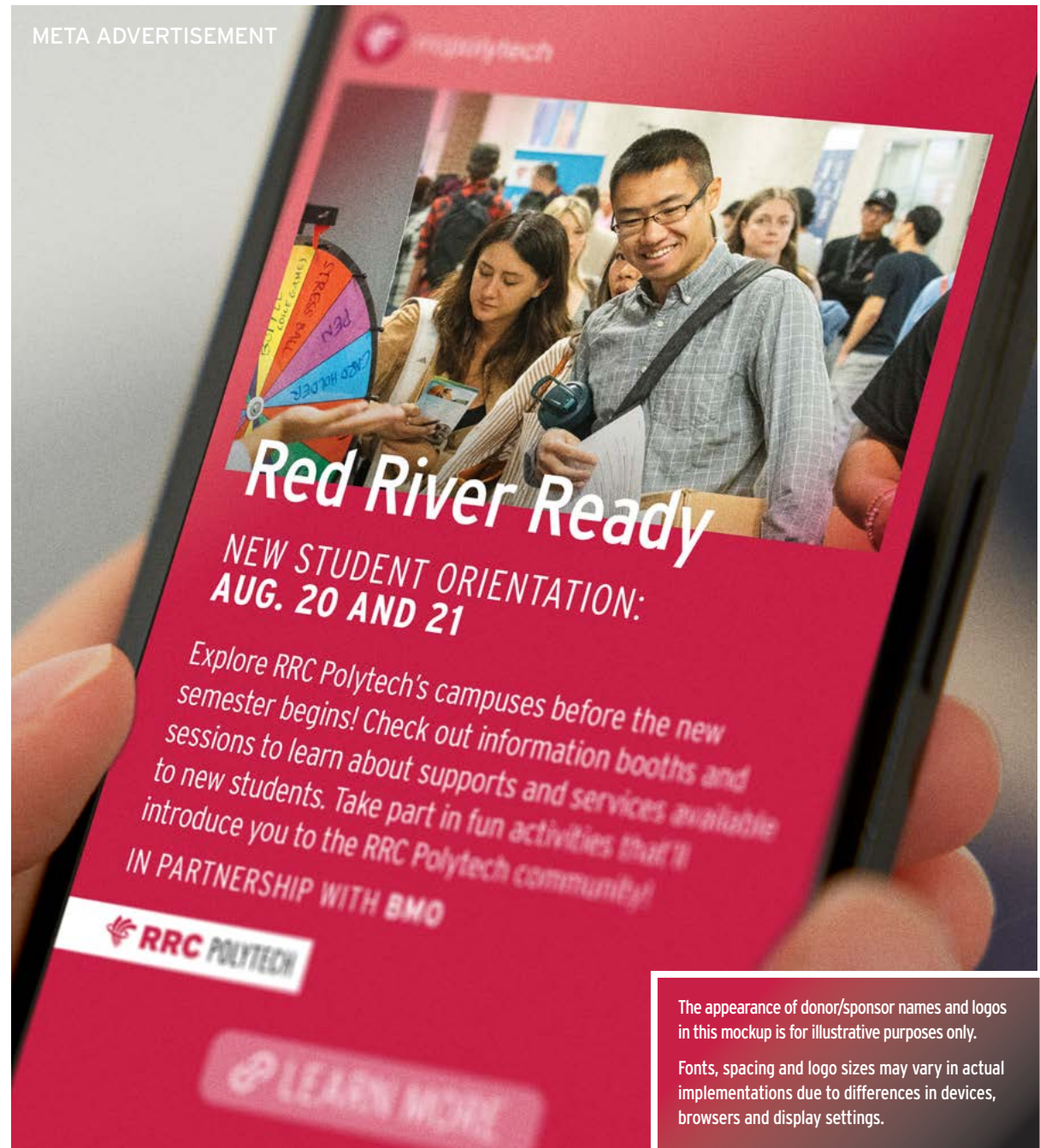
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NAMING RECOGNITION

Paid social media application

While every effort will be made to achieve donor/sponsor's goals, to maintain a consistent brand voice, RRC Polytech will have final say on how advertisements are written.

- To allow the date and/or location info to remain prominent, the donor/sponsor's name will appear below the event description, accompanied by an "In partnership with" tag.
- RRC Polytech cannot guarantee which platforms ads will appear on, nor how many ads will be made for an event. However, your success is our success and RRC Polytech will make every effort to market the event to audiences where and when it makes sense.

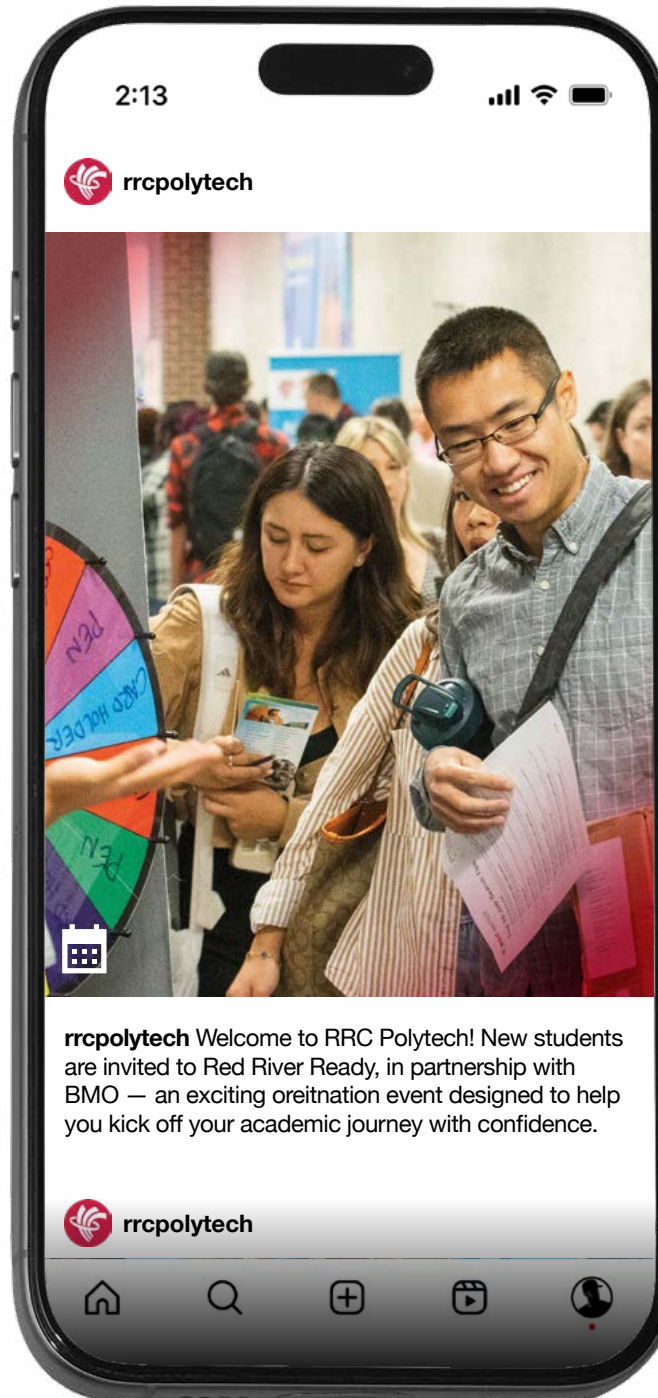


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