



THE NATIONAL
LOTTERY®

Arts Council of Northern Ireland

How to acknowledge your National Lottery grant

Congratulations on receiving a grant from the Arts Council. Your grant is possible thanks to National Lottery Players.

It is a one of your conditions of grant that you acknowledge your National Lottery funding.

The principal way to do this is by including the **Arts Council National Lottery lock-up** - (the two logos side by side, in one image) - **on all promotional material relating to your grant**, including website and social media posts.





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The lock-up should be displayed in a prominent position on all related promotional materials, such as: websites, 'pop-up' stands, adverts, digital marketing, signage, posters and flyers.

The **Arts Council National Lottery lock-up** tells the public that their money is supporting your work and the arts. Please use it!

We know you are doing amazing things with money raised by National Lottery players. It is important that you share the good news to encourage them to continue their support.

In addition to displaying the lock-up, there may be other ways that you will be able to acknowledge your funding.

- **Press releases:** include the line, 'Supported by The National Lottery through the Arts Council of Northern Ireland'. You could also ask the Arts Council for a quote to endorse your project.
- **Social Media:** include the tags #ACNISupported #NationalLottery #BecauseOfYou and @LottoGoodCauses.
- **Interviews:** always mention that your project has been supported by the National Lottery through the Arts Council of Northern Ireland.
- **Launch events:** invite an Arts Council representative to speak.
- **Photo opportunities:** include an Arts Council representative.
- **Event Programmes:** include a foreword from the Arts Council.

Please remember to say *“Thanks to National Lottery players brilliant projects like this can come to life and change lives...and it's all because of you...”*.

Our short Brand Toolkit offers more advice.

Download the **Brand Toolkit** and the **Arts Council National Lottery lock-up** at: www.artscouncil-ni.org/resources

Branding/logo enquiries to: info@artscouncil-ni.org