

2011 NHC *Prime Time* donor acknowledgement guidelines

Statewide Sponsors to be recognized in all materials/publicity:

- Nebraska Humanities Council (include logo*)
- State of Nebraska (include logo*)
- Nebraska Cultural Endowment (include logo*)
- Carol Gendler

*All logos are available from the Nebraska Humanities Council.

Major Sponsors at Individual Sites (Local host site plus sponsors of \$1,000 & above, or largest funder if all are less than \$1,000) should have the following recognition opportunities:

- Names and logos included in funder inserts
- Priority listing in tri-fold brochures
- Name announced in “thanks to our sponsors” during the commercial break of one of the sessions
- Opportunity to have a representative introduced during the “commercial break” of one of the sessions and briefly address the participants
- Inclusion in press releases and other program publicity when appropriate
- Inclusion in NHC donor recognition materials including the annual report, statewide newsletter, and website (funders only)

Other Sponsors at Individual Sites (less than \$1,000) should have the following recognition opportunities:

- Listing in funder inserts
- Listing in tri-fold brochures
- Name announced in “thanks to our sponsors” during the commercial break of one of the sessions
- Inclusion in local press releases and other program publicity when appropriate
- Inclusion in NHC donor recognition materials including the annual report, statewide newsletter, and website

NOTES:

Tri-fold brochures (used for family recruitment and promotion of the program in the community) are usually printed by the host site one month prior to the program, and will include any sponsors committed by this time. Sponsors committing less than one month prior will still be acknowledged in the funder inserts and other methods listed above.

Funder inserts are designed by the NHC and e-mailed to the site coordinator a few days before the first session. The insert should be placed in each family’s book bag every week.