

Acknowledgment and Publicity Guidelines for Sponsorship Support



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Acknowledgement

OF COUNTRY

Skate Victoria acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

OF DIVERSITY AND INCLUSION

Skate Victoria recognises that inclusion is about making sure our sport reflects the diversity of all participants and are committed to providing a safe, welcoming, and respectful culture where everyone feels welcome and accepted regardless of age, gender, ability, socio economic status or cultural, ethnic, or religious background.

OF SAFE ENVIRONMENTS

Skate Victoria is committed to the safety and well-being of all children and young people who participate in our sport or access our services. We support the rights of the child and will always act to ensure that a child-safe environment is maintained.



Introduction

Sponsor recipients are required to acknowledge the sponsorship support provided by Skate Victoria

This acknowledgement must be made in:

- Publications and Publicity – for example, websites, social media, media releases, commentator's recognition at competitions, launches and TV/Radio interviews. (please note in media releases and interviews reference to injuries within the sport is discouraged).

By acknowledging this support, sponsor recipients are informing the community about how Skate Victoria sponsorship funding is spent.

The acknowledgment requirements listed in this document are required to be followed.

Sponsor recipients should ensure that they are aware of their specific acknowledgement requirements. If a sponsor recipient has any questions about the sponsorship acknowledgement requirements they should contact Skate Victoria.

Format of acknowledgement

Sponsor recipients must acknowledge the Skate Victoria sponsorship in published or printed materials, speeches, or other forms of presentations.

The funding acknowledgment format required in publications and publicity related to sponsorship is as follows:

- Social Media - when acknowledging Skate Victoria's support on social media use either @Skate Victoria (Facebook) or #SkateVictoria on Instagram or Twitter in main post (as opposed to in the comments section).
- Websites – written acknowledgement statement and logo (as relevant). Websites should include a link to Skate Victoria's website.
- Posters – logo and written acknowledgement.
- Media Releases – written acknowledgment statement.
- Event/Activities/Courses – verbal acknowledgement, display of banners (where practical) and signs and logo acknowledgment in programs/invitations/social media/websites.
- TV and Radio Interviews
- Videos – logo and written acknowledgment in credits, end slides or another appropriate part of the production.

Written acknowledgement statement

Any written acknowledgement statement in published or printed materials associated with the sponsorship should include one of the statements below:

The *[Name of Program/Project/Service]* was supported by Skate Victoria

The *[Name of Program/Project/Service]* is supported by Skate Victoria

[Name of Sponsor Recipient] acknowledges the support of Skate Victoria

Brand Skate Victoria Logo

The Brand Skate Victoria logo is the primary branding device of Skate Victoria. It replaced the previous Skate Victoria logo in October 2015 and should be used for all new acknowledgements.



Where a logo acknowledgement by a sponsor recipient is required, the guidelines outlined below for using the Brand Victoria logo must be followed.

Under no circumstances should sponsor recipients alter these logos or copy and paste the logo from this or any other Skate Victoria publication or website. The logos available in conjunction with this document must be used.

There are variations on how the logo is to be used depending on what a sponsor recipient is publishing or printing.

Official colours and correct logo usage

Very Dark Blue and Very Dark Gray are the official colours of the logo. The web-safe equivalents are RGB (Very Dark Blue: R = 4, G = 2, B = 103; Very Dark Gray: R = 108, G = 108, B = 108).

If using the transparent logo, the area surrounding the text should reveal the underlying background colour and should not default to white on a coloured background. The transparent logo should never appear with a white box around it.

For reasons of clarity and impact, consideration should be given to the appropriate contrast between the background and the logo.

Where the background is a solid dark colour, use a white (non-transparent) logo.

Logos cannot be stretched or distorted in any way - the ratio between width and height measurements should always be kept the same.

CORRECT - TRANSPARENT



CORRECT - HIGH CONTRAST BACKGROUND



CORRECT - WHITE BACKGROUND



INCORRECT - TRANSPARENT WITH A WHITE BOX



INCORRECT - LOW CONTRAST



INCORRECT - DISTORTED



Logo usage and placement

The visual style of the sponsor recipient receiving the sponsorship funding should be the primary brand of the publication or website. The Brand Skate Victoria logo can be placed on either side or above or below the sponsor recipient's own logo.

Clear space must be maintained around the Brand Skate Victoria logo.

Clear space

To maintain the clarity and integrity of all logos, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element.

Wherever possible, apply additional clear space beyond the minimum requirement.

Print applications

The clear space for print applications is at least 50 per cent of the height of the Skate Victoria logo.



Screen applications

The clear space for screen applications is at least 20 per cent of the height of the Skate Victoria in the logo.



Minimum size

The minimum size for print applications is 10 mm from the top to the bottom of the Skate Victoria logo.



The minimum size for screen applications is 60 pixels from the top to the bottom of the Skate Victoria logo.



Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

How to access the logo

The Brand Skate Victoria logo can be accessed by emailing auditing@skatevictoria.com.au, stating the size, colour (transparent or white) and file type required.

If a sponsor recipient is unsure about when and how the logo should be used, they should contact the Skate Victoria office.

Photographs

Provision of up to five event images to Skate Victoria with full rights for their use in high resolution.

Provision of professional event images to Skate Victoria with full rights for their use in high resolution.

Events/Activities/Courses

Where event/activities or courses are sponsored by Skate Victoria it is a requirement that

- any speeches, competition commentary, TV/Radio interviews and presentations should include a verbal acknowledgement of Skate Victoria support.
- programs/invitations/websites/social media and banners should display the Brand Skate Victoria logo

Skate Victoria signs and banners may be available for use by sponsor recipients to display at relevant events/activities or courses. When organising an event/activity or course, a sponsor recipient can contact Skate Victoria to discuss the use of banners. If sponsor recipients have their own banners developed related to the sponsorship or initiative funded which includes the Brand Skate Victoria logo a SV banner may not be required in some cases.

Document Revision History

January 2018	Document	Created
September 2023	Cover and Contents Page	Updated

Skate Victoria Acknowledgment and Publicity Guidelines for Sponsorship Support Inquiries

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