



PUBLIC ACKNOWLEDGEMENT OF FINANCIAL SUPPORT

All organizations receiving federal financial support are required to acknowledge the Government of Canada in public communications.

Examples of acknowledgement include:

- Placing the Canada wordmark on websites, signs and printed materials;
- Acknowledgement messages on social media platforms;
- Wordmark on event t-shirts for participants, or other clothing/promotional items;
- Verbal acknowledgement during events, speeches and presentations; and
- Acknowledgement in news releases or media interviews.

The federal government has guidelines for public acknowledgement which includes sample text in English and French, as well as logos and other resources.

[Guide on the public acknowledgement of financial support](#)

Some considerations for recipients:

- Acknowledgement is not optional – it’s a condition of funding;
- The agreement states that recipients must develop an “acknowledgement and visibility” plan that demonstrates how the funding will be recognized and include any milestones or events;
- Recipients must acknowledge Government of Canada funding in both English and French. The guidelines have some sample text translated into French for your use.
- Acknowledgement of Government of Canada funding should be at least as prominent as funding from other sources. However, **it should not be more prominent than acknowledgement of funding from Sask Lotteries.**
- For most groups, posting the “Canada” wordmark on your website along with other funders, and some social media posts to acknowledge the funding are likely sufficient.
- Once tournaments and events are allowed, there may be opportunities for acknowledgement on programs, signs, advertising or promotional items.

Sample Facebook post:

“Our sport is underway during the pandemic. It’s a challenging time, but support from our partners allows us to offer opportunities for kids to play. We acknowledge the financial support of the Government of Canada. Nous reconnaissons l'appui [financier] du gouvernement du Canada.”

Sask Sport can help with you ensure you comply with acknowledgement requirements. Please contact Jeff Bohach at jbohach@sasksport.ca for assistance.