

Crediting Guidelines

Introduction

To recognize the generous support of Ford Motor Company Fund and the other funders for Ford Made in America, you are required to credit funders in all communications and marketing materials for Joseph Schwantner's *Chasing Light...* and the Ford Made in America program. In addition to acknowledging the program funders, the crediting templates outlined in this section have purposefully been designed to provide recognition of the composer, the composition, the program and its organizers. Providing credit to all of these entities is essential.

Please note that any mention of Joseph Schwantner's *Chasing Light...* and/or the Ford Made in America program in print, on the internet, or broadcast must be approved by the sponsors. A Fulfillment Consultant is available to assist you with the proper sponsor crediting and approval of materials.

The following pages will provide you with information on the variety of crediting templates available and the approval process, and how to differentiate between the national program sponsors and your local funders, download the crediting templates, and contact the Fulfillment Consultant (contact information may be found on page 58). Please take a moment to familiarize yourself with this information and distribute it to those in your organization who are responsible for communications and marketing materials.

Crediting Templates

A variety of crediting templates have been created to recognize the generous funders of Ford Made in America. As you will see, there are different templates available for your use depending on the type of material you are working on. However, as a general rule, when deciding which template to use on your piece, you should use the template that recognizes as many of the program funders as possible and that best fits your piece spatially. If the provided templates do not meet your needs or fit your piece's specifications, please don't hesitate to contact the Fulfillment Consultant who will work with you to find a solution.

Also please note that Ford Motor Company Fund is not affiliated with the Ford Foundation. Ford Motor Company Fund is a separate entity and no member of the Ford family or Ford Motor Company management is on the Ford Foundation board of trustees. When recognizing the sponsor of Ford Made in America, please make sure you are acknowledging Ford Motor Company Fund.

Group 1 – Logo templates

Logo templates should be treated as one block and should not be changed in any way. You can resize the block in its entirety, but you cannot make any changes to the ratios, proportions, appearance or formatting of the logo or the text within the block. If you do resize a template, please only scale it down from its original size so that the resolution of the template remains intact. Please note that you should only use the corner handle with the constraint key (typically the shift key) to resize a template file so that the original proportions of the file are maintained.

In addition, please adhere to the following general guidelines:

- The Ford logo should never appear smaller than 0.8” across.
- The Ford logo should stand out from any other graphic elements in your piece. To that end, the Ford logo should always appear on a solid background and the background color and texture should provide good contrast to the logo. There also must be a sufficient amount of clear space surrounding the Ford logo on all sides.
- The Ford logo may not be altered or modified in any way. No changes can be made to the logo colors, shape or to the appearance of the word “Ford” within the logo oval.

Concert program books and large posters

This template recognizes all of the Ford Made in America funders and is sized specifically for use in standard size program books (5.5" x 8.5"). It may also be used on other pieces, such as larger-sized posters, where there is enough space to credit all funders.

Joseph Schwantner's *Chasing Light...* is part of
Ford Made in America
 A Partnership Program of the League of American Orchestras and Meet The Composer



Ford Made in America is made possible by Ford Motor Company Fund.

This program is generously supported by the National Endowment for the Arts.

Additional funding is provided by The Aaron Copland Fund for Music,
 Francis Goelet Charitable Lead Trusts, and The Amphion Foundation.



When using this template in a concert program book, it should appear on the concert program page or as near as possible to the concert program page.

Any local Ford Made in America project funder credits should appear after the national funder block.

Season brochures, postcards, advertisements, flyers, invitations, posters

We realize print pieces vary greatly from orchestra to orchestra in terms of size and layout, therefore we have created a variety of crediting templates for your use in print materials such as season brochures, postcards, print advertisements, flyers, event invitations, and smaller-sized posters. Please use the template that best fits your piece.

Suggested for larger pieces when space can accommodate recognizing both Ford Motor Company Fund and the National Endowment for the Arts:

Joseph Schwantner's *Chasing Light...* is part of
Ford Made in America



This program is made possible by Ford Motor Company Fund.

Major support is also provided by the National Endowment for the Arts.

For smaller, more vertically-oriented pieces:

Joseph Schwantner's *Chasing Light...* is part of
Ford Made in America



This program is made possible by
Ford Motor Company Fund.

For smaller, more horizontally-oriented pieces:

Joseph Schwantner's *Chasing Light...* is part of
Ford Made in America



This program is made possible by Ford Motor Company Fund.

If none of the provided templates can be accommodated in your piece, please reach out to the Fulfillment Consultant for assistance. She can then consider possible modifications to the templates on a case-by-case basis.

If your print piece is too small to accommodate the Ford logo at the minimum size requirement of 0.8" across, please see the text template section.

Web sites

These two templates recognize all funders and have been created specifically for use on web sites (i.e., 72 pixels per inch as opposed to the other logo templates, which are 300 dots per inch and are intended for use in print materials). Please incorporate the template that recognizes all funders into the Ford Made in America concert listing on your web site. Whenever possible, please also include a link to the program site: www.FordMadeinAmerica.org.

Joseph Schwantner's *Chasing Light...* is part of

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We understand web presentation varies greatly from orchestra to orchestra. If your web site design or layout doesn't allow for the use of a template, please let the Fulfillment Consultant know and she will work with you to come up with an alternative format for organizational and funding credits.

Group 2 – Text templates

Please adhere to the following general guidelines when using the text templates:

- Wherever the words “Ford Motor Company Fund” appear they must always appear together on one line. Please keep the phrase intact; no abbreviations or changes should be made to any of the words. Also, the word “the” should never be used in front of the phrase “Ford Motor Company Fund.”
- The Ford text credit line must appear in one of the following four approved fonts: Helvetica Neue, Helvetica Neue extended, Times New Roman, or Arial.
- *Chasing Light...* is the full name of the composition. Please make sure you always include the ellipses (“...”) as part of the program title.

Small print pieces

The following credit language should be used in print materials where the size of the piece precludes using a logo template:

Joseph Schwantner's *Chasing Light...* is part of Ford Made in America,
made possible by Ford Motor Company Fund.

Press releases, press kit materials and other text documents

The following credit recognizes all of the program funders. This language should appear in press releases, press kit materials and other text documents. No edits should be made to this language, as the program funders have approved it.

[Your Orchestra]’s performance of Joseph Schwantner’s *Chasing Light...* is part of Ford Made in America, a partnership program of the League of American Orchestras and Meet The Composer.

Ford Made in America is made possible by Ford Motor Company Fund, the philanthropic arm of Ford Motor Company.

Major support is also provided by the National Endowment for the Arts, with additional funding from The Aaron Copland Fund for Music, Francis Goelet Charitable Lead Trusts, and The Amphion Foundation.

Within this credit, the line recognizing Ford Motor Company Fund must always be a stand-alone paragraph, as shown.

If your press release is specific to the performance of Joseph Schwantner’s work, the Ford crediting should appear in the second paragraph of the document. For releases announcing season line-ups or multiple concerts, please place the Ford Made in America crediting language in the most appropriate place.

As a reminder, there is a sample local press release included in the tools section of this tool kit for your reference.

Group 3 – Verbal acknowledgments

Radio spots

For all radio advertisements 30 seconds and longer, the following language should be incorporated into the spot:

Joseph Schwantner’s *Chasing Light...* is part of Ford Made in America, made possible by Ford Motor Company Fund.

Concert announcements

If it is your orchestra’s practice to make announcements from the stage, then please acknowledge Ford Motor Company Fund for their support as the title sponsor of Ford Made in America at your performance(s) of *Chasing Light...* If possible, please try to acknowledge the National Endowment for the Arts for their generous support of the program as well.

Media interviews

The national scope of Ford Made in America is a source of great pride for your local community. It is a unique and innovative project that unites communities nationwide thanks in large to the national sponsorship of Ford Motor Company Fund. As such, we encourage you to highlight Ford Motor Company Fund's national sponsorship during interviews with your local media. The ability to demonstrate sponsor recognition in your projects' media coverage can be a useful tool for you when approaching other funding prospects.

Recognizing Your Local Funders

Please use the following guidelines for differentiating between concert sponsors, series sponsors and local funder of the Ford Made in America program:

- If you have an overall concert sponsor or series sponsor, that crediting should come before the Ford Made in America crediting.
- If you have secured local supporters specifically for the Ford Made in America program or the performance of Joseph Schwantner's *Chasing Light...*, crediting for any local funders or sponsors should appear after the national crediting, and be slightly smaller in size than the national crediting. The following language should be used when crediting any local funders:

Local support for Ford Made in America is generously provided by [local supporter(s)].”

Downloading Crediting Templates

Logo crediting templates are available for download on the “Sponsor crediting” page under the “Resources” tab of www.FordMadeinAmerica.org in JPG, TIF and EPS file formats, in color and black and white versions. The language for text only credits is also available on the web site. For your reference, there is a chart posted on the web site that lists all of the templates that are available. Please contact the Fulfillment Consultant, Britany Leddy, if you are experiencing any problems downloading the materials.

Approval Process

Any mention of Joseph Schwantner's *Chasing Light...* and/or the Ford Made in America program in print, on the internet, or broadcast must be approved by the sponsors.

Please send drafts of all materials for approval to:

Britany Leddy, Fulfillment Consultant
League of American Orchestras
E-mail: bleddy@americanorchestras.org
Phone: 646.822.4042

When Britany receives your materials, she will conduct an initial review to ensure that the materials meet the crediting requirements and are appropriate to send to the program sponsor for approval. Once Britany determines that the materials are in an appropriate final draft form, she will then route them to Ford Motor Company Fund for approval.

From the time the materials are submitted to Ford Motor Company Fund, you will need to allow five business days for approval. Please incorporate this turn-around time into your production schedule to ensure there is sufficient time for your materials to be reviewed.

If you have any questions about crediting or run into any issues while creating your materials, please don't hesitate to contact Britany. She is here to help and assist you. Britany can walk you through the crediting guidelines to help ensure that the major sponsors and funders are properly acknowledged.