

6. Marketing

- a) The Council relies on you, the Provider, and other service providers, to help ensure that our community recognizes the importance of the work we do together. Palm Beach County residents should know about the specific work covered in this Agreement, and also know about the Council: who we are, our role in funding, how we work, and what they – the taxpayers – are funding. The names and logos of either the Provider or program funded under this Agreement and the Council are to be displayed in all communications, education and outreach materials. The Identity Manual guidelines are to be followed for identifying the Council and can be found with the logo at (www.cscpbcc.org/logos).
- b) Specifically, Provider agrees that it shall: Distribute a press release announcing that it has been awarded funding by Children's Services Council of Palm Beach County.
 - Identify Council as a funder in media interviews.
 - Display the Council's logo according to the specific guidelines at the web address above:
 - On printed materials including stationery, brochures, flyers, posters, etc. describing or referring to a program or service funded by the Council.
 - On all materials distributed or displayed at events pertaining to program services funded by the Council.
 - Signs and banners at events that you sponsor or participate in, which are open to the general public (excluding fundraising events).
 - On Provider's website – please refer to the guidelines for logo use and hyperlink to the Council's website; include language linking the websites and names of Provider's organization and the Council.
 - On signage provided by the Council to be placed in Provider's office or lobby visible to the public.
 - Notify the Council's Communications Division of events open to the public that Provider will participate in or sponsor where services funded by the Council are represented. Notification should be made when date for the event is determined.
 - When Provider describes the Council in any of its written materials (including press releases), use the language provided below and on the Council's website (www.cscpbcc.org/logos).

Children's Services Council, a special district created by Palm Beach County voters, provides leadership, funding

and research on behalf of the county's children so they grow up healthy, safe and strong.

Please contact the Council's Communications Division if you have questions: 561-740-7000 or communications@cscpb.org

- c) The Council will produce and supply to Provider, at no cost, collateral materials that highlight the system of services within which Provider's program is funded. The Council will also supply to Provider, at no cost, translation services – Spanish and Creole – for printed materials related to the program funded by the Council under this Agreement.