This document sets forth guidelines, criteria and requirements for grant funding.

ATTRIBUTION GUIDELINES

Proper attribution is an essential requirement of the Cass County Tourism Grant program and ensures that grant-funded efforts appropriately recognize the program's support. Correctly displaying and presenting the required attribution across all promotional materials demonstrates compliance with grant guidelines, increases awareness of the funding support provided, and helps ensure your organization receives the appropriate credit for its grant award.

Attribution must be included clearly, consistently, and in the format required for each medium, ensuring it is legible, audible, or visible to the intended audience. Failure to meet attribution requirements may affect grant compliance and eligibility for reimbursement or award credit. This document outlines the attribution standards and guidelines for Marketing Grant and Capital Improvement Grant formats:

1. **Marketing Attribution**
    a. Print materials
    b. Websites
    c. Radio commercials
    d. Television Commercials/Videos
    e. Social Media Content
2. **Capital Improvement Projects**
    a. Text
    b. Logo

BASIC TEXT ATTRIBUTION:

Funded in part by Cass County Tourism – visitcasscounty.com

Or

Paid for by Cass County Tourism – visitcasscounty.com

LOGO ATTRIBUTION



The following section outlines the standard attribution language and approved logo formats for the Cass County Tourism Grant program. All grant-funded marketing materials must include the appropriate attribution in a manner that is clearly visible, legible, and easy for the audience to recognize. The attribution must be presented in a size, placement, and format that meets program standards and cannot be obscured, cropped, or made difficult to read or hear.

The approved attribution statement may be used across a variety of advertising and promotional mediums to support your **Marketing Grant** projects, events, and tourism initiatives, including print materials, radio and audio advertisements, television commercials, videos, websites, social media, and other electronic marketing channels (e-marketing). For websites, the attribution must include a functional, clickable link as required by the program guidelines. For other e-marketing materials, live links are strongly encouraged whenever the format allows, helping audiences easily access additional information about the program and its support.

For **Capital Improvement Grant recipients**, attribution requirements extend beyond traditional advertising and must include permanent signage installed at the project site. This signage must remain in place in perpetuity to acknowledge the grant program's contribution to the completed improvement. Recipients are responsible for ensuring that all applicable materials and signage meet these standards to maintain compliance with grant requirements and receive appropriate recognition and credit for their grant awards.

To help grant recipients understand and meet the Cass County Tourism grant program's attribution requirements, this section breaks down the standard attribution statement and approved logo formats into their key components. It explains the purpose of each element and shows how to display it correctly across different marketing materials and project types. We will first cover the requirements for all grant opportunities, including approved wording, logo usage, visibility, readability, and proper placement across advertising mediums.

Next, we will outline the additional requirements for **Capital Improvement Grant opportunities**, including permanent on-site signage and the requirement to recognize the grant program's contribution in perpetuity. By following these guidelines, grant recipients can incorporate attribution into their projects correctly, meet program standards, and ensure their marketing efforts and capital improvements receive proper recognition for their grant awards.

Funded in part by **Cass County Tourism – visitcasscounty.com**

1 **2**

1. **State funds given.**
    a. **Funded in part by**
    b. **Paid for by**
2. **State who is giving the funds.**
    a. **Print**
        i. **Cass County Tourism – visitcasscounty.com**
        ii. **Logo version if in a group**
    b. **Audio** (need to provide script)
        i. **Cass County Tourism – visitcasscounty.com**
    c. **Video** (need to provide video)
        i. **Cass County Tourism – visitcasscounty.com**
        ii. **Logo Version**
    d. **Websites**
        i. **Cass County Tourism – visitcasscounty.com**
        ii. **Live link to tourism website via above text or logo**
    e. **Social Media**
        i. **Full Versions** (see below)
        ii. **Shorten Versions** (see below)
    f. **Capital Improvement Project Signage – Permanent & in Perpetuity**
        i. **Cass County Tourism – visitcasscounty.com**
        ii. **Logo Version**

Social Media

Cass County Tourism recognizes that a one-size-fits-all approach to electronic marketing (e marketing) may not meet the needs of every grant applicant or advertising campaign. To provide greater flexibility while maintaining consistent attribution standards, we have developed several options for applicants to consider when acknowledging grant support in Facebook boosted posts and ads or X (formerly Twitter) ads, two commonly used platforms for digital advertising. These options offer practical ways to incorporate the required attribution while allowing applicants to maintain their brand identity, messaging, and overall marketing goals.

The examples below focus specifically on the attribution statement and its presentation, rather than the full advertisement or social media post. In most cases, applicants should place the attribution near the bottom of the post or advertisement, where it can remain visible and readable without competing with the primary marketing message, image, or call to action. However, applicants must ensure that the attribution remains clear, legible, and consistent with the program's requirements, even when viewers access the content on different devices or screen sizes.

If you plan to use another e-marketing platform, advertising format, or promotional method not covered in this guide, we encourage you to contact the Cass County Tourism office before launching your campaign. Our team can help you determine the appropriate attribution format and verify that your proposed approach meets grant requirements. Checking in advance can help prevent compliance issues and ensure your marketing efforts qualify for the appropriate grant recognition and credit.

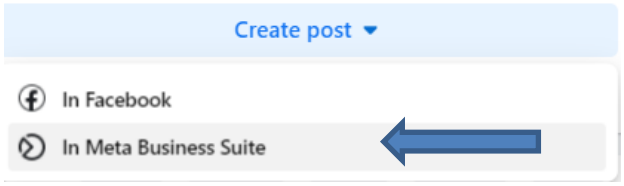




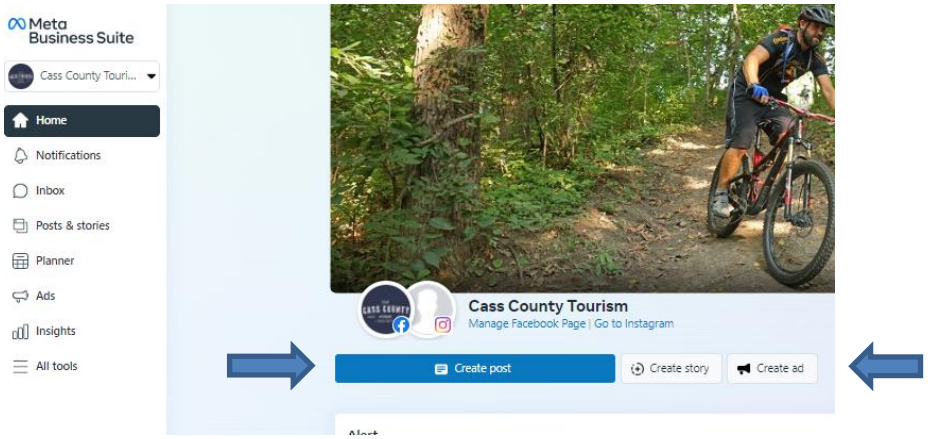
Facebook Process

Whether you are creating a post that you boost or ad in Facebook this basic process should serve the applicants well. See sample process below:

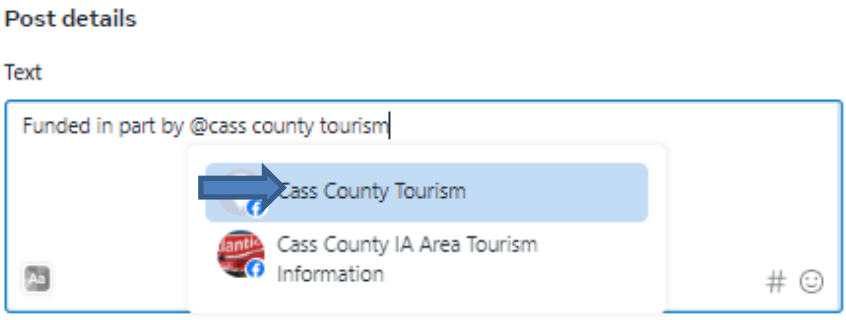
1. Create Post or Ads in the Meta Business Suite



2. Choose ‘Create post’ or ‘Ads”



3. How to type attribution by using our Facebook page as the link. Use the “@” symbol and typing out Cass County Tourism. (on the computer this can be done only in the Meta Business Suite) Facebook searches for the correct page and provides options like this:



Only Facebook Pages are linked this way, hypertext (links) cannot be generated on any regular text.

Facebook Process Continued…

4. To include Tourism URL link simply enter: visitcascounty.com – The website becomes an active link that can take the user to the tourism website.
5. If attribution is not in the post then it should be shown fully on at least one image of the ad/post.
6. When sending in for reimbursement you must show full Facebook ad with image(s) along with statement of payments of ad.

In the examples below we are showing the "Fund in part by" attribution. "Paid for by…" can also be used.



1. Funded in part by Cass County Tourism
    a. Shortened attribution linked only to FB page
2. Funded in part by Cass County Tourism – visitcasscounty.com
    a. Long attribution linked to FB page and Tourism website
3. Funded in part by Cass County Tourism – visitcasscounty.com
    a. Long attribution linked only to Tourism website
4. Funded in part by visitcasscounty.com
    a. Shortened attribution linked only to Tourism website
5. Funded in part by Cass County Tourism – visitcasscounty.com
    a. Full attribution with no link (least effective)

X Process

Whether you are creating a post that you later turn into an ad or generate the ad section of **X**, the process of adding the tourism attribution is the same. Adding links are little simpler on **X**:

1. To include Tourism URL link simply enter: visitcasscounty.com – The website becomes an active link that can take the user to the tourism website.
2. To enter a link to the tourism twitter page: #visitcasscounty the hashtag becomes an active link that can take the user to the tourism Twitter page.
3. If attribution is not in the tweet then it should be shown fully on at least one image of the ad same as Facebook.
4. When sending in for reimbursement you must show full twitter ad with images along with statement of payments of ad.

In the examples below, we are showing the "Paid for by…" attribution. "Funded in part…" can also be used.



1. Funded in part by #visitcasscounty
   a. Shortened attribution linked only to Tourism Twitter page
2. Funded in part by visitcasscounty.com
   a. Shortened attribution linked only to Tourism website
3. Funded in part by Cass County Tourism – visitcasscounty.com
   a. Long attribution linked only to Tourism website
4. Funded in part by Cass County Tourism – #visitcasscounty.com
   a. Long attribution linked only to Tourism Twitter page
5. Funded in part by Cass County Tourism – visitcasscounty.com
   a. Full attribution with no link (least effective)