

## **GUIDELINES FOR INVESTMENTS**

### **Crediting & Financial Reporting**

#### **INVESTMENT CREDITING GUIDANCE**

It is a condition of CultureStep that all recipients undertake to publicly acknowledge A&B Cymru's investment.

##### **LOGO CREDITING**

Your A&B Cymru Manager will provide you with the relevant logo. Please ensure that all logo crediting is approved by A&B Cymru in advance.

The branding we have developed for A&B Cymru is strong, powerful and easily recognisable. In order to protect the integrity of this, you must not redraw, distort or modify our logo in any way.

All recipients of an A&B Cymru investment must use the relevant logo on all printed and electronic publicity material such as press releases, websites, e-flyers, brochures etc.

The A&B Cymru logo must appear next to the business partners' logos wherever they appear. If you are not producing publicity material, your A&B Cymru Manager will discuss with you how best to credit the investment.

##### **LOGO SIZE**

The A&B Cymru logo should appear prominently in your material and at an appropriate size alongside other funders / sponsors logos. The logos are available in two sizes in the EPS version - please use the appropriate version to reproduce at the correct resolution. Please note that the logo should not be reproduced smaller than 20mm wide unless agreed with your A&B Cymru Manager in advance.

##### **WORDING**

The following wording should appear alongside the A&B Cymru logo where possible:

*(Business) and (arts) have received an investment from A&B Cymru's CultureStep to strengthen and develop their creative partnership.*

##### **PROOFS**

All recipients must submit examples of all material illustrating how they have acknowledged A&B Cymru's investment. These should be sent to the A&B Cymru Manager with the financial statement and evaluation report in order to release the final payment. We are always happy to give advice on how to lay out and present our acknowledgements and how best to use the crediting material.

##### **ONLINE ACTIVITY**

The A&B Cymru logo must appear on any pages of your website relating to the project, as well as on the funders' page, with a hyperlink through to the A&B Cymru site.

Please use every opportunity to publicise A&B Cymru's investment through social media. A&B Cymru must be tagged alongside the business partners every time this form of marketing is used. Your A&B Cymru Manager will send you links to the appropriate social media profiles. When tweeting, please use #CultureStep if the character limit allows.

## FINANCIAL REPORTING GUIDANCE

The terms and conditions of CultureStep state that the recipient of the investment is required, in all cases, to keep full and accurate books of account in relation to the expenditure of the investment.

A&B Cymru has the right to audit these books of account on reasonable notice during business hours or request that the recipient has the books of account audited or provides such other financial reports with respect to the project as A&B Cymru may request.

After the project has taken place, the recipient, in conjunction with the other partner(s), must prepare a detailed evaluation and financial report which sets out how the investment was used and other information A&B Cymru may reasonably request.

If the project is to take place over a period of time exceeding six months, A&B Cymru may request that the recipient prepares interim reports over the period during which the project is to take place.

### INCOME AND EXPENDITURE STATEMENT

A&B Cymru requires a detailed income and expenditure statement showing the investment received and the associated expenditure incurred. The statement can be based on your budget for the proposed use of the investment.

The statement can be for whichever of the following is more appropriate:

1. the use of the investment (if it is easy to treat this separately)
2. the project as a whole (if our contribution is not for a specific element of the project)

The statement must be certified by a person within the recipient organisation with signing authority for financial matters. This can either be submitted in hard copy or by e-mail, provided the person's name and position is clearly stated. A&B Cymru may request that the statement be audited (as noted above). If this is needed, we will advise you in writing.

Once satisfactory evaluation and financial reporting are submitted to your A&B Cymru Project Manager, final payment will be made. If you are not able to provide this, please contact A&B Cymru as a matter of priority.

**Please note: Failure to provide satisfactory financial reporting of your investment constitutes a breach of the terms and conditions of your investment and, as such, may render you ineligible for future investments and/or liable to repay investments previously given.**