

Promotional Advice pack for grant recipients

Congratulations on being awarded funding from the Barclays Community Football Fund!

You have been chosen to receive this grant and we think that's something worth shouting about! This pack contains logos and helpful advice and guidance on how to maximise publicity around your grant.

Talking about the funding you have been awarded can help demonstrate to other potential donors and funders that you're a trusted organisation and further promotes your work to your followers and local community.

You can do this through both word and logo acknowledgement across your marketing and social media, as outlined below.

Descriptions and Referencing

The donation is from the 'Barclays Community Football Fund' for example

"We are delighted to have been awarded a grant from the Barclays Community Football Fund" please don't use the Barclays logo, just use the word.

When referencing Sported in connection with the donation please use the phrase 'In partnership with' for example

"We are delighted to have been awarded a grant from the Barclays Community Football Fund, being delivered in partnership with Sported"

Logos

If you would like to include a logo in your communication, wherever possible the Barclays principle logo should be used - Cyan logo, transparent background

[Download here](#)



As an exception, on backgrounds where cyan can't be seen - white logo

[Download here](#)



SPORTED

Sported logos



Black writing, blue tick, transparent background
[Download](#)



Black writing, blue tick, transparent background
[Download](#)



White writing, white tick, transparent background (for use on dark backgrounds)
[Download](#)

If you would like to include a short description of the Barclays Community Football Fund to accompany the logo or any of your promotional activities, please use the following:

'The Barclays Community Football Fund launched in 2022 will be offering grants and support resources to grassroots groups. The fund will primarily support young people in deprived or underrepresented areas through local organisations (like ours), many of whom are not yet benefitting from the wider football pyramid'

If you would like to include a short description Sported, please use the following

'Sported is the largest network of community sports groups in the UK, supporting more than 2,600 groups to help disadvantaged young people build confidence, gain skills and get their lives on track.'

Social Media

Here are some content ideas:

- Highlight what you're using the grant towards

- Share the impact of your activities
- Quotes about your sessions from young people

Don't forget to tag us on social media– we love to see what you've been up to!

[Twitter](#): @barclaysfootball @Sported_uk

[Instagram](#): @barclaysfootball @Sporteduk

[Facebook](#): @Barclays Football @Sported

And use the #AllToPlayFor hashtag

Check out some of our resources on how to make the most of social media on the [Sported Hub](#).

Press releases

Local newspaper, radio, television and online coverage are a brilliant way to promote your project and acknowledge your grant. Not only does it let people know about your success, it also brings to their attention the work that you do.

Please keep your [local Sported contact](#) informed of any press activities – including writing articles, giving interviews or publishing press releases which refer to important stages in your project. Please also let us know if your project is nominated for or wins any awards, and make sure that we are acknowledged in any speeches, interviews or press releases relating to the award. We may be able to provide extra support and help in creating newsworthy events and ideas.

If you're a Sported member, take a look at this quick video '[Top Tips for working with the local media](#)' on the Sported Hub.

Approvals

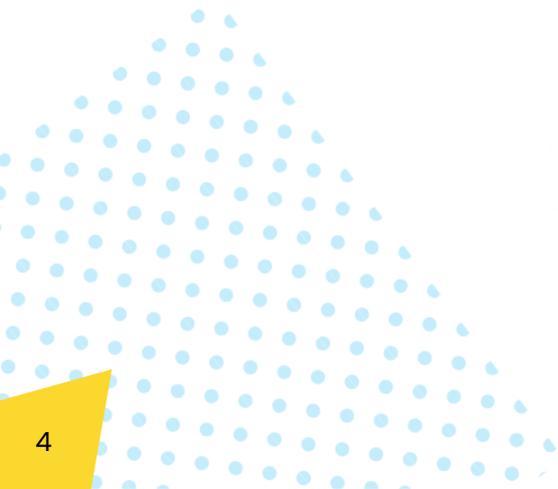
All press releases that reference Sported and / or Barclays must be sent to Sported for approval prior to being released. Please send to Freya Paleit at f.paleit@sported.org.uk

Other channels and marketing materials

You could also shout about the grant on your:

- **Website** – e.g. adding the logo on the partners/supporters page of your website
- **Newsletters**

- **Promotional materials** – e.g. brochures, posters, annual reports, signage



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