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Celebrating 20 Years of Music Education in Alberta

Grant Recipients Package

Congratulations on your successful application to the Alberta Music Education Foundation for funding for your project! We are very pleased to be a part of your program supporting music education in the province of Alberta.

To facilitate us in our reporting and applying for funding from government sources, we require some administrative tasks by groups that receive funding from the Alberta Music Education Foundation. **Please submit this checklist along with your final report.**

Upon Notification of Successful Application

When you are informed your application for a grant was successful, please complete the following tasks;

- Immediately fill out and sign the AGLC Recipient Agreement (C&SR/GAM 5507 or C&SR/GAM 5627) and return it immediately to the Alberta Music Education Foundation at info@amef.ca.

During the Implementation of Your Project

As you are putting your project together, we ask that you complete the following tasks in a timely fashion.

- Retain all receipts and/or proof of disbursements with the granted funds.
- Add the AMEF and Alberta Foundation for the Arts (AFA) logos to your marketing materials (websites, social media feeds, printed posters and programs). See the attached "Marketing Expectations" document for more details on resources for the same.
- Provide content to AMEF for publication in their own materials to market your project. See the attached "Let Us Help You Spread the Word" document for more details on how to do so.

During Public Presentations

- Include verbal recognition of the Alberta Music Education Foundation at all public events related to the grant.
- Include written recognition of AMEF and AFA on all printed materials related to the event by means of logo and name.

Following Completion of Your Project

Please submit the following items within 60 days of completion of your event to the Alberta Music Education Foundation.

- All receipts and/or proof of disbursements with the granted funds.
- All unused portions of granted funds.
- 2 copies of all printed materials (posters, programs, tickets, etc) with this final report
- A Final Financial Accounting Statement.** See the attached **AMEF Financial Accounting Statement.**

NAME (please print)

POSITION/TITLE

TELEPHONE NUMBER

ORGANIZATION NAME

SIGNATURE

DATE



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Marketing Expectations

With the receipt of your grant we also ask that you bring awareness to the wonderful programs our organization funds in support of music education. This package provides you with a number of tools you can use to raise awareness of the Alberta Music Education.

Website

Please ensure that you include our logo on your website. You can download our logos from either of the following options

- Black (with transparency) – <https://www.amef.ca/blacklogo.png>
- White (with transparency) – <https://www.amef.ca/whitelogo.png>
- Black in Vector Format – <https://www.amef.ca/blacklogo.eps>
- White in Vector Format – <https://www.amef.ca/whitelogo.eps>



You will also need to include the logo for the Alberta Foundation for the Arts. You can download the various forms of the AFA logos at <https://www.affta.ab.ca/afa-logos>.

In Print

Please include our logo as well as the AFA logo in your print publications as well. You can use the same logos as for the website.

Social Media

Please share the love! You can post about the Alberta Music Education Foundation and know that you've got a great image to go with it! To download the image for sharing, visit <https://www.amef.ca/memberad.png>. The image looks as shown.



If these don't work ...

If these options don't fit your circumstances, please contact us at info@amef.ca, and we will create something that meets your needs.

By you spreading the word about the Granting Programs and other programs the Alberta Music Education Foundation operates (including Keyboards for Kids and Strings for Kids, the Alberta Heritage Music Projects, Recognition Awards and more), you can help our programs continue to offer these grants and services for many years to come!



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Let Us Help You Spread the Word!

We have three locations where we can easily share the wonders of your program. These include the regular eNewsletter, our semi-annual magazine The Clarion, and Facebook. Please provide us with some content for us to share about you! You can ask volunteers, program participants, or other supporters to help you with collecting this content so that you can focus on organizing, if you wish.

For Facebook

We would like to advocate for your program through our Facebook Page before, during and after your project. We will not edit your content, so please make sure it looks wonderful on Facebook without any alterations.

Options for What to Send Us (to info@amef.ca)

- Posters, Announcements and Photos of your project in action
- Links to your Facebook Page or Posts or your website
- Photos of your project in action
- Links to any media coverage you have in your community

For the eNewsletter

In our eNewsletter we have space for us to advertise any concerts, deadlines or other culminating activities for your program. In some cases we can also provide you with space for a short 50-word or less summary of your program.

Deadlines

- February 27 (March 1 – Call for Membership)
- April 27 (May 1 – Spring Concert eNewsletter)
- September 11 (School Startup eNewsletter)
- November 12 (Christmas Concert eNewsletter)
- Other eNews may be sent on as-needed basis.

What to send us (to clarion@amef.ca)

- The name and email of your main contact person
- A logo **or** a business-card-sized advertisement
- A summary of your program (50 words max)
- Any important dates
- Any online links to your project (Facebook, website)

**A Business Card-Sized
Advertisement**

**is 3.5" x 2" in size,
or 263 x 150 pixels.**

Let's take advantage of online marketing together to
build each other up!

Banner Quarter-Page Advertisement (7.5" x 2.375")

In The Clarion

The Clarion is the Members-Only Print Publication of the Alberta Music Education Foundation. In this publication we are able to get into a great deal more detail about your project. We welcome articles before or after your project, and we certainly enjoy printing announcements and details about your project as well!

May 21 Deadlines for publication on June 1

November 21 Deadline for publication on December 1

What to send us (to clarion@amef.ca)

- The name and email of your main contact person
- If you so choose, an article written by you or someone involved in your program. Word counts can range from 200 to 800.
- Photos and images that support your article
(Note: You will need to get your own Photo Release Forms for people in those photos)
- An advertisement of **one of your choice of the following sizes;**
 - your logo,
 - a business-card-sized advertisement,
 - a corner quarter-page-sized advertisement (3.5" x 4.875"), or
 - a banner quarter-page-sized advertisement (7.5" x 2.375")*(Note, if space is restricted, we may request a different size or shape of advertisement, so if it is possible, please send us multiple sizes)*
- Any important dates
- Any online links to your project (Facebook, website)

This is the perfect opportunity for you to share your narrative with a new audience. Please contact clarion@amef.ca if you have any questions or ideas!

**Corner
Quarter-Page
Advertisement
(3.5" x 4.875")**