

Saskatchewan Lotteries is helping to build culture in your community!

Let your audience know!

The grant you have received from SaskCulture Inc. is provided thanks to support from the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation. This Trust Fund receives its funding from the proceeds of lottery ticket sales, such as Lotto 649, Western 649, Lotto Max, Sport Select, and Scratch 'n Win, sold at lottery kiosks in communities throughout Saskatchewan.

As a grant recipient, you can help to ensure that this funding source remains strong and grows in years to come by promoting Saskatchewan Lotteries and lottery ticket sales. All grant recipients are required to promote Saskatchewan Lotteries and lottery tickets sales as a condition of their grant. Here's what you can do:

- ◀ Use these logos in your organization's promotion where possible, including: program books, posters, invitations, flyers, agendas, and tickets.
- ◀ Use these logos in other materials such as annual reports, letterhead, web site and newsletters.
- ◀ Orientate new board members and staff to the Saskatchewan Lotteries system. It is a unique system in Canada presenting many opportunities for participation and involvement. Orientation materials are available from SaskCulture Inc.
- ◀ Your financial audit and your annual report should recognize this source of funds as Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation.
- ◀ Acknowledge Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation during speeches at your event. Sample speaking notes are available on SaskCulture's web site at www.saskculture.sk.ca/funding.
- ◀ Mention how lottery ticket sales benefit your organization and its activities when talking to your membership, audiences, political representatives and in media interviews.
- ◀ Place Saskatchewan Lotteries Trust Fund advertisements in your organization's newsletter or your local community newspaper. The latest advertisements are available to download from the SaskCulture web site at www.saskculture.sk.ca/funding.
- ◀ Use Saskatchewan Lotteries conference folders, poster blanks, nametags, paper banners, *Lotto Facts* brochures and logo decals at your event. Order these items through the Administration Centre for Sport, Culture and Recreation at (306) 780-9300, or call the SaskCulture office at (306) 780-9284.

Helping in your community ... one ticket at a time



SUPPORTED BY:



IT'S A WIN-WIN SITUATION.

Proceeds from the sale of Saskatchewan Lotteries tickets benefit over 12,000 sport, culture, recreation and community groups in Saskatchewan ... so we all win!

BUY YOUR TICKETS TODAY!

Saskatchewan **LOTTERIES**

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Turn the page for more ways to promote Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation

More ideas for promoting Saskatchewan Lotteries and SaskCulture Inc.

- ◀ Acknowledge Saskatchewan Lotteries on plaques attached to mural projects or any permanent structures which list funding sponsors.
- ◀ Display the Saskatchewan Lotteries vinyl banners at your event. To book banners and arrange for pick up, call the SaskCulture office at (306) 780-9284.
- ◀ Place the Saskatchewan Lotteries logo and SaskCulture logo on your web site, with appropriate links.

Promoting SaskCulture Inc. as your funder

Recipients of lottery funding are also required to recognize SaskCulture Inc. as a source of funds. Here are some ideas:

- ◀ Use the SaskCulture logo in your organization's promotion, including programs, posters, invitations, flyers, agendas, tickets, Web site, etc. NEW logos have been developed that let you recognize SaskCulture and Saskatchewan Lotteries (see below). All logos are on SaskCulture's web site under Funding/Recognize Your Funder.
- ◀ Place *Culture Builds Community!* advertisements in your organization's newsletters and event programs. The advertisements are designed to promote culture in Saskatchewan.
- ◀ Hang a *Culture Builds Community!* poster in your office and at your events. Give one to each of your board members.
- ◀ Purchase or request a donation of *Culture Builds Community!* promotional items to use as prizes at your event.
- ◀ Acknowledge SaskCulture Inc. and the name of the fund in your speeches during public events.
- ◀ SaskCulture's advocacy message is *Culture Builds Community!* Discover interesting facts and statistics about how culture contributes to Saskatchewan communities in the Advocacy section of the SaskCulture web site. Let us know your success stories.
- ◀ Promote the funding program which provided funding to your initiative. See advertisement above, available on SaskCulture Web site.

For more information, contact
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