



In partnership with

**Belfast**  
City Council

**Every Body Active 2020 Media Kit for Belfast City Council  
delivery partners**



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## **Introduction**

Sport enriches Northern Ireland in many ways, from improving our physical and mental wellbeing, to growing our local economy and bringing together people from different communities.

Sport Northern Ireland, as the leading public body for the development of sport in Northern Ireland, works to maximise and realise this potential power of sport. To this end, it develops programmes, projects and partnerships that address its three strategic objectives:

- To increase and support the number of people adopting and sustaining a sporting lifestyle.
- To enable more people to develop and reach their sporting goals through a structured environment; and
- To help more Northern Ireland athletes win medals at the highest level.

As part of this work, Sport Northern Ireland distributes Exchequer and National Lottery funding in the best interests of sport. As these are investments of public money, it is important to make members of the public aware of how and where their money is being used and the positive impact it is having on individuals and local communities.

Belfast City Council is Sport NI's delivery partner for EBA 2020 in Belfast.

That's why one of the conditions of any Sport Northern Ireland award and any Belfast City Council programme is that it is **acknowledged publicly**.

The purpose of this document is to provide practical guidance and advice on how to make these acknowledgements.



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## **Acknowledging Sport Northern Ireland and Belfast City Council investment**

### **Sport NI logo**

We have prepared a logo for you to use in all your publications, promotions and on uniforms and signage. This logo contains the identities of all the partners in Every Body 2020 - the National Lottery, Sport NI and Belfast City Council.

It is available in square and rectangle formats and in both colour and black and white. Please only use this logo. The logos are also be available online at [www.belfastcity.gov.uk/leisure](http://www.belfastcity.gov.uk/leisure)



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### **Design templates**

A design style for the Every Body Active 2020 programme is currently being developed in consultation with our key delivery partners. This design style will be available to partners to assist with their resource design and development, create a consistent programme 'look' across NI, and ensure ease of production for resources such as posters, leaflets, web graphics and so on to raise awareness among the prospective programme participants.



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### News releases, photo calls and events

When planning news releases, photo calls or organising events in relation to the Every Body Active 2020 programme, you should make sure that Sport Northern Ireland and Belfast City Council are given the opportunity to be appropriately represented.

The contact for Every Body Active 2020 in Belfast City Council is Janine Crawford, Every Body Active Co-ordinator. Please inform Janine well in advance of your intention to organise and news releases or photocalls.

Telephone: 028 9027 0344 Email: [crawfordj2@belfastcity.gov.uk](mailto:crawfordj2@belfastcity.gov.uk)

When the Every Body Active 2020 programme is referred to in any news release or other communication, it should be referred to as '**Sport Northern Ireland's Every Body Active 2020 programme in partnership with Belfast City Council**'.

We would ask that any news releases also include the following quotes from Sport Northern Ireland and Belfast City Council:

Sport Northern Ireland Interim Chair Brian Delaney commented:

*"Sport NI is delighted to be investing over £6m of National Lottery funding in the 11 District Councils across Northern Ireland. By working together over the next 4 years on the delivery of Strand 1 of Every Body Active 2020 we will begin to see real changes in sport and physical activity participation – especially amongst women and girls, people with a disability and those in areas of greatest social need. We look forward to seeing the impact of our investment for people in our communities, helping them to enjoy, engage and excel in sport and leading to a population which is more active more often."*

Councillor Matt Garrett, Chair of People and Communities Committee in Belfast City Council says:

*"Belfast City Council is delighted to work in partnership with [Delivery Partner Title]". Our aim is to get more people more active more often and by taking part in this programme [Delivery Partner Title] is helping to reduce health inequalities in Belfast."*



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While we understand that sometimes events require a speed of reaction, timely pre-notification to Sport NI and Belfast City Council will help us to secure appropriate representation to meet your needs.

Sport Northern Ireland may also wish to publicly announce our investment into your project, sport or facility through a news release or a photo call, and will work with you in planning and delivering it.

#### Corporate publications

Where possible on Every Body Active 2020 items, the Sport NI /National Lottery/Belfast City Council logo should feature prominently within communications such as newsletters, e-newsletters, promotional leaflets and posters.

Where the logo sits alongside other partners, we expect to be given prominence in line with our contribution relative to other partners.

#### Website

Where relevant to the Every Body Active 2020 programme, the Sport NI /National Lottery/Belfast City Council logo should feature on your website. As with printed materials, where the Sport NI /National Lottery/Belfast City Council logo sits alongside other partners, we expect to be given prominence in line with our contribution relative to other partners.

#### Social media

For any social media activity around Every Body Active 2020, it would be suggested that Sport Northern Ireland and Belfast City Council are liked and followed on both Facebook and Twitter. This will allow you to mention and tag us in your activities so providing the opportunity for Sport Northern Ireland and Belfast City Council to retweet and share this as a means of providing enhanced exposure for your project or event.

For Twitter, the handles are **@SportNINet** and **@belfastcc** and the hashtags **#eba2020** and **#moreactivemoreoften** can also be used.



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### Clothing

Where Every Body Active 2020 funding is being invested specifically for employment, consideration should be given to integrating the Sport NI /National Lottery/Belfast City Council logo on kit produced for these staff members. The logo can be split on clothing **only** – for example one logo may appear on each sleeve. Where clothing is provided, it would be expected to be worn as part of any service delivery relating to the funded programme, as well as media events.

### Recruitment advertising

When recruiting under the Every Body Active 2020 programme, any advertisements should include the Sport NI /National Lottery/Belfast City Council logo. It should also carry the following supporting line:

**“Every Body Active 2020 is supported by Sport Northern Ireland in partnership with Belfast City Council.”**

The only exception to this is in the case of very small ads where the inclusion of the logo would necessitate booking larger advertising space.

Thank you in advance for your co-operation and if you have any queries in relation to any of these sections please do not hesitate to contact Janine Crawford, Every Body Active Co-ordinator.

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