

**ROTARY DISTRICT 5450
ROTARY BRAND GRANT PROGRAM
ADOPTED APRIL 20, 2021**

About ten years ago, Rotary International conducted an extensive study to find out, among other things, why Rotary seemed to be one of the world's best kept secrets. In spite of Rotary's presence in over 240 countries and all of the important projects that Rotary has conducted over its more than a century of service, most people did not know what Rotary stood for or even recognized the name of Rotary. To address this lack of public recognition (and resulting difficulties in recruiting new members and raising funds), the Rotary International Board embarked on a multiyear initiative to strengthen our public image. This effort was directed to expand the public understanding of what Rotary does as well as wanting to motivate, engage and inspire current and prospective members, donors, partners and staff.

One of the major changes of this initiative was to standardize the wide range of logos that were being used by Rotary Clubs and all of the other Rotary Programs. The Board believed that making the name "Rotary" more prominent in all of our programs would be a necessary component of this important effort and adopted a policy for future use in our public image efforts. *From an individual and club perspective, perhaps the most important change was from using the standard Mark of Excellence (also know as the Rotary Wheel, shown at right) to the Rotary "Masterbrand Signature," or our Official Logo, as shown here.* Since adoption of the Masterbrand Signature almost a decade ago, studies have shown a significant increase in the public's brand recognition of Rotary as a result of this rebranding effort.



The Rotary International Board of Directors has recently asked Rotary Districts and Clubs to review their performance under these current guidelines and, if necessary, make reasonable efforts and incur reasonable expenses to become compliant with these rebranding efforts. The RI Board has asked all Rotary Clubs to strive to become compliant with the current branding guidelines by June 30, 2022.

Rotary District 5450 Efforts to Date

District leaders and many club leaders have made significant efforts to adopt these new branding requirements. Training has been conducted and assistance by District leaders and our Public Relations Committee has helped with these efforts. However, while District 5450 is now fully compliant, we believe there is much more to be done at the club level.

District Grant Funds Available

District 5450 leadership believes that helping our clubs adopt the new branding guidelines will have long-term beneficial effects for our clubs and for Rotary worldwide. Therefore, District leadership has allocated a pool of \$40,000 and has adopted this special "Rotary Brand Grant Program" to encourage and assist all our clubs in implementing these important new guidelines and retiring obsolete materials.

Rotary District 5450 "Rotary Brand Grant Program" (RBGP)

Specific provisions and requirements of this grant program are:

- A total of \$40,000 will be available under this program.
- The intent of this program is to help clubs replace their obsolete Rotary signs, especially those viewed by the public (road signs, banners, meeting plaques, etc.).
- There is no requirement to obtain prior approval of the items to be purchased. The club simply purchases compliant items and then submits the request for reimbursement along with copies of the paid invoices/receipts.
- Any Rotary Club or Rotaract Club in District 5450, that has been chartered by September 30, 2021, can apply for a reimbursement of up to \$700. Clubs do not need to be "grant qualified" to request funds. There is no separate allocation for satellite groups or Young Rotary Clubs.
- This is a grant; *no club match is required* and club funds will only be necessary if total expenditures exceed \$700.
- Funds must be spent and reimbursement requested using the attached form, which includes a copy of all paid invoices/receipts, by **September 30, 2021**.
- Only expenses incurred after April 20, 2021 will be eligible for reimbursement under this grant program.

- This program will be administered by the District 5450 Public Relations Committee.
- Funds may be used to replace non-compliant items and/or purchase any other items that will utilize the "Masterbrand Signature", which must be displayed on all items purchased. No reimbursement will be made for items that do not comply with the new branding guidelines. A checklist of potential items with estimated costs is listed below. Sales tax and shipping expenses are not reflected in these prices but can be included in the reimbursement request.
- All non-compliant items being replaced using grant funds must be removed from service and/or destroyed.



Masterbrand Signature

Suggested Items for Replacement or Addition

Some items that clubs may consider purchasing under this grant are:

- Custom Rotary Felt Banner*. Available on two sizes; estimated costs are \$265 for a 3x5 and \$315 for a 4x6.
- Custom Rotary Retractable Banner*. (\$224.95)
- Digitally Printed Four-Way Test Banner*. (\$110.85)



- Purchase new lapel pins* for all of your members. Available in pin or magnetic styles. Depending on quantity, cost is \$2.25 to \$4.50 each.
- "Rotary Meets Here" plaque*. If your club doesn't currently have a plaque posted, obtain approval from your venue before ordering. Estimated cost of \$80.



- Road signs*. Prices varies from \$119.95 to \$189.95, depending on size and whether one- or two-sided.
- Custom 34"x81" Retractable Single-Sided Banner. (\$109.99 through VistaPrint)
- Custom 34"x81" Retractable Double-Sided Banner. (\$224.99 through VistaPrint)
- Custom 10'x10' Canopy Tent. (\$673.60 through VistaPrint)

- Custom Vertical 4'x8' Banner (\$57.83 through VistaPrint)
- Revise your website to bring it into compliance. (Cost will vary.)
- Purchase new stationary. (Cost will vary)
- Purchase compliant "Rotarian Volunteer" tee shirts for your members.
- Replace Rotary-specific *Guest Speaker* items.
- Any other Rotary-themed item(s) the club will use to promote Rotary.

Those items with an "*" can be purchased through Rotary's official supplier, Russell Hampton (bestclubsupplies.com). District Operations Bev Mendel may be able to answer specific questions regarding many of the items listed above.

Resources Available for More Information

The official Rotary "Voice and Visual Identity Guidelines" can be found at [Asset Details | Brand Center \(rotary.org\)](http://Asset%20Details%20Brand%20Center.rotary.org).

All grant applications must be sent to PRGrantRotary5450@gmail.com.

Any questions regarding this Rotary Brand Grant Program, including if any potential purchase may qualify, should be directed to the District Public Relations Committee at PRGrantRotary5450@gmail.com.

**ROTARY DISTRICT 5450
ROTARY BRAND GRANT PROGRAM
REIMBURSEMENT REQUEST**

This Reimbursement Form is to be used only for the "Rotary Brand Grant Program" and must be submitted along with paid invoices/receipts by **September 30, 2021**. This reimbursement request should be submitted to the District Public Relations Committee at PRGrantRotary5450@gmail.com.

Club Name: _____

Club Member Responsible: _____

Email Address: _____ Phone Number: _____

Total Amount Spent: \$_____

Amount of Reimbursement: \$_____

Address to Send Check to: _____

(Attach copies of all paid invoices)

By signing below, the Club President represents that all items purchased comply with Rotary International's current branding requirements, comply with the provisions and requirements of the District 5450 "Rotary Brand Grant Program" and that all obsolete materials replaced using these funds have been removed from service and/or destroyed. The Club President further acknowledges that no reimbursement will be provided until acceptable paid invoices/receipts for all purchased items are submitted by the club.

Club President

Date