

PUBLICITY AND MARKETING GUIDELINES

1% FOR THE TETONS GRANTEES

As a recipient of funds from *1% for the Tetons*, we hope you will recognize *1% for the Tetons* as a funder in your publications, press releases, and marketing materials. To that end, this document provides a few guidelines for use of the name, as well as a description of *1% for the Tetons*. If you have any questions about how best to recognize *1% for the Tetons*, please do not hesitate to contact Jonathan Schechter at JonSchechter@OnePercentTetons.org.

1. Logo Usage: A logo image can be copied from our website at: www.OnePercentTetons.org.
2. Name of organization: The full name - *1% for the Tetons* - should be used. There are no acceptable shortenings of the name.
3. The website for *1% for the Tetons* is www.OnePercentTetons.org.
4. Mission Statement: the following may be used: **The Mission of *1% for the Tetons* is to fund and otherwise encourage efforts furthering the long-term sustainability of Jackson Hole's natural resources and related essential qualities.**
5. Funding: Member Businesses of *1% for the Tetons* pledge to give one percent of their gross revenues to the fund. Over 50 businesses provided over \$100,000 for grant funding in 2007.
6. 2007 Statistics: *1% for the Tetons* received 34 applications requesting a total of \$446,986. Ten of those applications were fully funded for a total of \$100,806.