

**BUSINESS GROWTH PROGRAMME 2 (BGP2) - MARKETING COMPLIANCE CHECKLIST**

MARKETING ITEMS	ERDF LOGO REQ'D?	BCC LOGO REQ'D	BGP2 REFERENCE MADE?	ADDITIONAL INFORMATION	TICK IF YOU HAVE CHECKED REQ'MENTS
<b>Hard copy Materials:</b>					
Leaflets, brochures, flyers and posters	YES	NO	NO	Provide a sample as evidence	
Exhibition banners and display panels	YES	NO	NO	Provide photos of items as evidence	
Invitations	YES	NO	NO	Provide photos of items as evidence	
Stationery/Letterheads/Compliment Slips/Business Cards	YES	NO	NO	Provide samples as evidence	
Promotional items	YES	NO	NO	For small promotional items, can just include EU emblem/EU reference	
Case Studies	YES	NO	YES	Reference to ERDF funding/BGP2 & lead role of B'ham City Council to be made	
Newsletters	YES	NO	YES	Reference to ERDF funding/BGP2 & lead role of B'ham City Council to be made	
<b>Electronic Materials:</b>					
Websites	YES	NO	NO	ERDF Logo req'd on landing page & screen shot of your webpage provided	
E-newsletters	YES	NO	NO	Reference to ERDF funding/BGP2 & lead role of B'ham City Council to be made	
Audio-visual materials (film,video,DVD,CD Rom)	YES	NO	NO	Provide a sample/link as evidence	
Presentation Slides	YES	NO	YES	Provide a copy of slides	
Twitter	YES	NO	YES	Tweet your message to @ERDFBGP	
Facebook/LinkedIn	YES	NO	YES	Reference to ERDF funding/BGP2 to be made	
<b>Media &amp; PR:</b>					
Advertisements/Press articles	YES	NO	YES	B'ham City Council to approve content prior to issuing	
Events, conferences, seminars & workshops	YES	YES	YES	Photographic evidence required	
Press Releases	YES	YES	YES	B'ham City Council approval req'd prior to issuing. PR template attached - mandatory paragraphs in blue.	
Media interviews	N/A	N/A	YES	Reference to the ERDF funding/BGP2 and lead role of B'ham City Council to be made	