ARTS ABROAD:

Representation and Promotion

The **Representation and Promotion** component of *Arts Abroad* funds travel linked to the international promotion of Canadian artists and artistic works. Grants are available for registered or incorporated Canadian arts organizations to represent Canadian artists and develop their presence internationally, and establish a place for Canadian arts practice in the global arts market. Grants are also available to foreign arts organizations that invite Canadian artists to present artistic works and to Canadian arts organizations that bring international buyers to Canada.

**Grant type** – [project](http://canadacouncil.ca/glossary/project)

**Deadline(s) and notification of results** – Consult the [Deadlines and Notifications of Resultspage](https://canadacouncil.ca/funding/grants/deadlines)

**Grant amount** – Travel costs generally based on fixed amounts, up to $30 000

**Application limits** – Each year (1 January to 31 December), you can apply to this component 4 times and receive a maximum of $30 000.

# I want to apply – What else do I need to know?

If you have not already done so, you must register in the [portal](https://apply.canadacouncil.ca/Default2.aspx) at least 30 days before you want to apply.

# Applicants - Who can apply?

Types of potential applicants to this component include:

* support groups, organizations and shared platforms
* national arts service organizations
* festivals, presenters and touring networks
* book and magazine publishers
* agencies, management service organizations and art dealers
* international literary, media arts and visual arts festivals

Your eligibility to apply to this component is determined by the validated profile created in the portal.

Organizations presently receiving core (operating) grants can apply to this component.

# Activities - What can I apply for?

Travel must be outside of Canada, at least 500 kilometres from your place of departure. You can apply for single or several destinations within 1 trip and for multiple trips within 1 application, to:

* formally represent and promote Canadian artists (i.e. through a contractual relationship)
* build on an existing tour (for artists’ representatives only)
* bring international buyers to Canada
* lead a Canadian delegation abroad

**You can’t apply for** activities that occur before your departure date, those that receive funding from another Canada Council program or those on the [general list of ineligible activities](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/general-list-of-ineligible-activities).

# When determining your project start date, individuals should be aware that according to the Canada Revenue Agency (CRA), expenses incurred in the year immediately before a grant is received are only deductible from the grant if they are incurred after the artist has received notification that the grant will be paid.  For more information about income taxes and your grant, please refer to our [website](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant/income-taxes).

# Expenses - What is eligible?

* Transportation costs generally based on [fixed amounts](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/fixed-amounts-for-travel-costs)
* Accommodation and per diem, up to 5 days per trip
* Additional shipping or baggage costs directly related to your activity, up to $2 500
* Conference fees and booth rental costs for market development events

# Assessment - How are decisions made?

Your application to the **Representation and Promotion** component of *Arts Abroad* will be internally assessed on the following weighted criteria, and must receive a minimum score **in each category** to be considered for a grant:

**Impact** **40%** (minimum score of 25 out of 40)

The potential of the project to:

* develop and enhance the international profiles of the artists you represent, and that of Canadian arts practice
* build international connections and exchange knowledge
* generate future opportunities

**Relevance 40%** (minimum score of 25 out of 40)

* The rationale for the project, including the timeliness and suitability
* The suitability of the event or involvement of the partners or host organizations

**Feasibility** **20%** (minimum score of 10 out of 20)

* The capacity and experience you and your partners or host organizations have to undertake the project
* A reasonable budget

Your application will be given a lower priority if you have already traveled to this region for similar activities.

# Required information and support material *-* What you need to apply

Once registered in the portal, you will need to provide information about:

* your project and its potential impact
* your travel plans
* your budget
* the event, partners or host organizations

You will also need to include:

* a list of represented artists
* letters of invitation or written confirmation, if applicable

# Grant payment and final reports

If your application is successful, the first step in receiving your grant payment is to complete the Grant Acceptance Form. Click [here](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

A final report will be due 3 months after you complete the project.

# Contact information

You are encouraged to speak with a [Canada Council program officer](mailto:artsabroad@canadacouncil.ca) before submitting an application to this component for the first time.

PREVIEW: Application Form

This is not an official application form. You must use the portal to apply.

Use simple text formatting if you prepare your application outside of the portal. Formatted text uses additional characters, and some formatting may be lost when copied over.

**\*** = required

## GRANT DESCRIPTION

1. **Give your application a name.** (approximately 10 words) **\***

The name you provide is for your reference and will identify this grant application in your dashboard.

1. **Provide the name of the key permanent artistic or administrative staff person responsible for this application. \***
2. **Provide a one-sentence summary of your project.** If possible, use the format ACTIVITY, EVENT, LOCATION and TRAVEL DATES. (approximately 25 words) **\***

For example: “To promote artists A, B and C at XYZ conference in North Carolina from day/month/year to day/month/year.”

This summary will be used in the Canada Council’s official reporting.

1. **Departure date of earliest travel \***

This date must be after the date you submit your application.

1. **Latest return date \***
2. **Representation and Promotion Overview \***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Estimated  Start Date | Estimated  End Date | Country | City  (include State or Region if known) | Activity  (for example):  - formally represent and promote Canadian artists  - build on an existing tour (for artists’ representatives only)  - bring international buyers to Canada  -lead a Canadian delegation abroad  - other (specify) |

1. **Consent to sharing my contact information and Representation and Promotion Overview \***

Through a coordinated approach, Global Affairs Canada (GAC), Canadian Heritage (PCH) and the Canada Council for the Arts have agreed to share information related to Canadian artists travelling abroad with projects supported by the Canada Council through its Arts Abroad program. This initiative was developed in an effort to maximize Canadian participation in key international events and identify opportunities for consular presence at these events and/or other activities to recognize visiting Canadian artists.

If my project is successful, I consent to sharing my contact information and Representation and Promotion Overview with Global Affairs Canada (GAC) and Canadian Heritage (PCH). GAC may share this information with Canadian embassies and consulates in the countries related to my project.



1. **What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?** (approximately 25 words) **\***

Some examples include: hip hop, experimental music, theatre for young audiences, throat singing, documentary film, fine craft, new media, children’s illustrated book, circus aerial acrobatics, transdisciplinary arts, Deaf theatre.

This information helps the Canada Council collect examples of art forms and practices in Canada and will not be used for assessing your application.

1. **Type of activity** (you may choose more than 1) **\***

International travel to:

🞏 formally represent and promote Canadian artists abroad

🞏 build on an existing tour (for artists’ representatives only)

🞏 bring international buyers to Canada

🞏 lead a Canadian delegation abroad

1. **Briefly describe your project.** (approximately 250 words) **\***
2. **Why do you wish to complete this project at this location? Why is it relevant at this time?** **If you, or the artists you represent, have undertaken similar activities in this region in the past, explain how the proposed project will give the artists you represent additional benefits.** (approximately 250 words) **\***
3. **If your proposed activity touches upon Indigenous traditional knowledge, linguistic or cultural intellectual property, please describe your relationship to this content and how appropriate protocols are/will be observed or addressed.** (approximately 100 words)
4. **How will this project:** (approximately 250 words) **\***

* **develop or enhance the international profile(s) of the Canadian artist(s) you represent?**
* **build international connections and exchange knowledge?**
* **generate future opportunities?**

1. **Describe:** (approximately 100 words) **\***

* **the involvement of your partners or host organizations and/or**
* **the opportunities to promote your artists at the event(s).**

1. **How many years have you been actively involved in this type of activity? If you have less than 3 years’ experience, describe how you feel you are ready to undertake this project.** (approximately 250 words) **\***
2. **If there is anything that has not been asked that is essential to understanding your application, provide it here.** (approximately 250 words)

Do not use this space to provide additional information related to earlier questions.

1. **You are responsible for complying with any regional and/or national public health and travel measures when carrying out activities funded by the Canada Council. If there are currently public health or travel measures that impact your project, describe what precautions you are taking to comply with these measures.** (approximately 250 words)

## BUDGET AND APPENDICES

1. **Complete the Budget and Appendices document. \***
2. **Grant amount requested** (maximum of $30 000) **\***

This amount must match the requested amount in your completed budget.

If successful, you might not be awarded the full amount requested.

## REQUIRED DOCUMENTS

1. **Provide information about the events, partners and/or host organizations. \***
2. **Attach letters of invitation or written confirmations, if applicable.**

These must include as much information as possible about event dates, venues, fees and other financial contributions.

Applications for building on an existing tour must include written confirmation of interest from at least 2 venues or sites.

1. **Attach a roster or list of the artists you represent.**

The list should include the artist’s name, their genre/style and whether they are Canadian or non-Canadian.