



## ARTS ABROAD REPRESENTATION AND PROMOTION

### GUIDELINES PREVIEW

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.

<b>GRANT TYPE</b>	project
<b>DEADLINE</b>	any time before your departure date
<b>GRANT AMOUNT</b>	travel costs generally based on fixed amounts, up to \$30 000
<b>NOTIFICATION OF RESULTS</b>	usually within 2 months of the application date
<b>APPLICATION LIMITS</b>	Each year (1 March – 28/29 February), 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 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
- › artist-run centres
- › 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.

Additionally, for organizations with profiles in Literary Arts (with the exception of Literary agents and agencies), you must presently receive core (operating) support through one of the following Canada Council programs:

- › Book Publishing Support: Block Grants
- › Grants to Literary and Art Magazines
- › Grants for Literary Arts Promotion: Operating Grants
- › Grants for Literary Arts Promotion: Multi-Year Assistance for National Arts Service Organizations

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

## ACTIVITIES - WHAT YOU CAN 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.

## EXPENSES - WHAT IS ELIGIBLE

- › Transportation costs generally based on fixed amounts
- › 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 DECISIONS ARE MADE

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

<b>IMPACT</b>	<b>40%</b>	<b>minimum score of 25 out of 40</b>	The potential of the project to: <ul style="list-style-type: none"><li>› develop and enhance the international profiles of the artists you represent, and that of Canadian arts practice</li><li>› build international connections and exchange knowledge</li><li>› generate future opportunities</li></ul>
<b>RELEVANCE</b>	<b>40%</b>	<b>minimum score of 25 out of 40</b>	<ul style="list-style-type: none"><li>› The rationale for the project, including the timeliness and suitability</li><li>› The suitability of the event or involvement of the partners or host organizations</li></ul>
<b>FEASIBILITY</b>	<b>20%</b>	<b>minimum score of 10 out of 20</b>	<ul style="list-style-type: none"><li>› The capacity and experience you and your partners or host organizations have to undertake the project</li><li>› A reasonable budget</li></ul>

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 Acknowledgement Form.

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 before submitting an application to this component for the first time.

# ARTS ABROAD

## REPRESENTATION AND PROMOTION

### APPLICATION FORM PREVIEW

1. Give your application a name.

2. Departure date of earliest travel

3. Latest return date

4. What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?

5. 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

6. Briefly describe your project.

7. 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.

8. How will this project:

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

9. Describe:

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

10. 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.

11. If there is anything that has not been asked that is essential to understanding your application, provide it here.

12. Provide a one-sentence summary of your proposed project.