

# LITERARY PROMOTION GRANT

## APPLICATION FORM



Department of Wellness, Culture and Sport

To be considered complete, this application form must be filled out using the format that has been provided.

### APPLICANT INFORMATION

Name of organization (Applicant): \_\_\_\_\_

Address: \_\_\_\_\_

Municipality: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone (W): \_\_\_\_\_ (H): \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Name of board chairperson (If applicable): \_\_\_\_\_

Incorporated or registered since (If applicable): \_\_\_\_\_

Funding requested of this program: \$ \_\_\_\_\_ (max. \$20,000)

### LITERARY EVENT/ACTIVITY DETAILS

Event/Activity name: \_\_\_\_\_

Location(s): \_\_\_\_\_

Start date: \_\_\_\_\_ End date: \_\_\_\_\_

Web site (If applicable): \_\_\_\_\_

*For the following questions, use separate sheets if additional space is needed.*

1. Describe the event/activity in terms of its goal/vision/theme and clearly demonstrate how the event/activity will encompass a high level of professionalism and quality. **(20 points)** For example;

- Expertise of the event/activity coordinator(s)
- Composition of the organizing committee
- Involvement of key stakeholder(s)/institution(s)
- Merit/prestige of the featured artist(s)/author(s)

2. Describe the event/activity in terms of its breadth and depth as it relates to the targeted audience through both its demographical and geographical scope. **(20 points)** For example;

- Targets children, youth, adults and/or seniors
- Is of local, regional or provincial scope
- Reaches audiences in rural communities

3. Describe the event/activity in terms of its educational value and its potential to improve access to books and to foster reading. **(20 points)** For example;

- Author(s) in schools
- Panel discussions
- Literary workshops (reading/writing)
- Awareness campaign in one or more media forms (newspaper, TV, radio, other)
- Give-a-ways (e.g. promotional materials, books, bookmarks, other)

4. Describe the event/activity in terms of its projected level of economic impact. (Both direct and indirect economic impact will be considered.) **(10 points)** For example;

- Expected increase in book sales
- Heightening profile of New Brunswick artist(s)/author(s) (thus positively impacting their career development)
- Professional fees paid to New Brunswick artist(s)/author(s) for participation event/activity
- Job creation as a result of the event/activity, including term positions targeted towards students and/or seniors
- Composition of volunteers involved in event/activity (recognizing the value of their contribution at no financial cost)
- Expected tourist draw (in the case of an event that can be attended)
- Heightening profile of New Brunswick outside our borders (in the case of an event being held/will travel outside of New Brunswick)

5. Describe the event/activity in terms of its depth of New Brunswick cultural heritage content, either in historical or contemporary terms. **(5 points)** For Example;

- Celebration of New Brunswick's history
- Celebration of New Brunswick's cultural diversity
- Celebration of New Brunswick's contemporary artist(s)/author(s)

## **Applicant Checklist**

Before this application will be considered for funding, the following information must be submitted to the Arts Development Branch. Please **check off** each item that is being included with this application and provide approximate dates by which outstanding documentation will be forwarded:

- This application form with any additional sheets that were used, completed and signed;
- A detailed balanced budget forecast (revenues/funding sources and expenses) for the upcoming event/activity;
- A copy of the letters of incorporation (**for first time Applicants and if applicable**);
- A list of current Board members, their job titles, employers and phone contact information (**if applicable**).

**Note:** Grant applications must be received at least six (6) weeks prior to the event.

In the case of a disagreement concerning the interpretation of policies and programs, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a program.

The Department reserves the right to revise programs at any time without notice.

**DECLARATION**

*I hereby agree to provide all requested information as well as any other supporting documents needed to evaluate this application. I understand that my application may be disqualified if it is incomplete.*

*I recognize that applications are approved subject to availability of funds and that, beyond the provision of a grant, the Province of New Brunswick has no further commitment to the applicant. The Province will not be held responsible for the completion of an activity.*

*I agree to acknowledge the financial participation of the Department of Wellness, Culture and Sport in all publicity related to the activities of the proposed project.*

*I agree that my project will be completed by March 15th of the current fiscal year and that a final report will be submitted to the Department within 30 days after the project is completed.*

*I certify that this organization is incorporated in New Brunswick, that I have signing authority for the above-named organization, and that, to the best of my knowledge; the information provided with this application is accurate and complete.*

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ONCE COMPLETE, RETAIN A COPY OF THIS FORM AND ANY ACCOMPANYING DOCUMENTATION FOR YOUR RECORDS. SUBMIT THE ORIGINAL TO:**

Arts Development Branch  
Department of Wellness, Culture and Sport  
PO Box 6000 Fredericton, NB  
E3B 5H1

Tel: 506-453-2555  
Fax: 506-453-2416  
E-Mail: [Artsnb@gnb.ca](mailto:Artsnb@gnb.ca)  
Web: [www.gnb.ca](http://www.gnb.ca) (Keyword: Arts)