

New Brunswick Touring and Presenting Grants Program – Presenters' Component

Guidelines for 2010-2011

Application deadlines :

Applications can be submitted before one of the following deadlines :

- a) Applications for projects starting between April 1st and September 30th of the current fiscal year must be postmarked no later than August 31st.
- b) Applications for projects starting between October 1st and March 15th of the current fiscal year must be postmarked no later than October 15th.

Note : The Department will consider applications for projects that extend into two fiscal years.

Goals :

The goal of the Presenters' Component is to improve access to performances and exhibits by Francophone non-profit artistic groups and professional Francophone artists from New Brunswick, and to develop greater audience awareness and appreciation for the artistic works of New Brunswick artistic groups and professional artists.

Eligible presenters : Francophone multi-disciplinary and specialised presenters; Anglophone multi-disciplinary and specialised presenters who wish to receive support for programming featuring New Brunswick Francophone artists.

Objectives :

By offering grants to eligible presenters, this component seeks to meet the following objectives:

- Increase the availability of, and access to, artistic performances and exhibits by New Brunswick Francophone artistic groups and professional artists throughout the province;
- Contribute to better audience awareness and appreciation of artistic works from a variety of artistic disciplines;
- Encourage New Brunswick presenters to include content by Francophone artistic groups and professional Francophone artists in their programming schedules;
- Encourage New Brunswick presenters to include more risk-based (financial and/or artistic) content in their programming through the presentation of performances or exhibits from a wider variety of artistic disciplines.

Component Structure:

This component provides grants to eligible presenters based on the evaluation of their programming for a given period.

Grants will be allocated at the following rates:

- 50% of eligible costs, up to a maximum of \$25,000, for programming that features works by New Brunswick Francophone artistic groups or artists in the disciplines of theatre, music or literary arts;
- 75% of eligible costs, up to a maximum of \$25,000, for programming that features works by New Brunswick Francophone artistic groups or artists in the disciplines of dance or visual/media arts.

Eligibility

This component is open exclusively to multi-disciplinary or specialised presenters from New Brunswick who meet the following criteria:

- The principal mandate of the organization consists of presenting artistic performances and/or exhibits in one or several artistic disciplines (dance, theatre, literary arts including readings and spoken word creations, visual and/or media arts, cinema).
- The staff and/or volunteers of the organization have professional training and/or related experience in the areas of programming/presenting artistic performances and/or exhibits; for example, the organization employs staff whose primary job description is to coordinate the programming and presentation of artistic performances and/or exhibits in the community served by the organization.
- The organization is recognized by its peers as a professional multi-disciplinary or specialised presenter.
- The organization can demonstrate previous experience and planning in presenting artistic performances and/or exhibits.

Eligible programming/presenting activities

Grants are offered through the presenters' component in to support presenters in their efforts to offer quality performances and/or exhibits by professional New Brunswick Francophone artists and artistic groups. To be eligible for consideration, an application must meet the following criteria:

Multi-disciplinary presenters :

- Include only costs associated with the presentation of performances and/or exhibits by Francophone artistic groups or artists from New Brunswick¹;
- Present a programming schedule that includes at least three different Francophone artistic groups or artists from New Brunswick;

¹ In the case of co-productions that are the result of collaboration between New Brunswick artists and artists from outside the province, the Department will evaluate these applications on a case-by-case basis, in order to determine if the contribution/content from the New Brunswick-based artists is sufficient enough to justify a grant.

- Present a programming schedule that includes at least two different artistic disciplines (for example: a performance by a Francophone New Brunswick dance company and a visual arts exhibit by a Francophone New Brunswick visual arts group).

Specialized presenters :

- Include only costs associated with the presentation of performances and/or exhibits by Francophone artistic groups or Francophone professional artists from New Brunswick²
- Present a programming schedule that includes at least two different Francophone artistic groups or Francophone professional artists from New Brunswick who practice the artistic discipline in which the presenter is specialized in presenting (for example, two different theatre companies).

NOTE : The following are not eligible : Festivals, conferences, symposiums; these activities can apply for funding from the Partnership for Community Cultural Activities Program and the Arts Festivals Program, both administered by the Department of Wellness, Culture and Sport.

Evaluation Criteria

Applications will be evaluated by staff of the Department of Wellness, Culture and Sport. Grants will be allocated based on the merit of the application's response to program criteria, in comparison with other applications; and based on availability of funds. Applications must demonstrate:

- The financial and/or artistic risk associated with the scheduled programming; and demonstrate how the presenter will mitigate that risk;
- The strategic importance of the programming for which a grant is being sought, in terms of reinforcing the organization's sustainability and increasing audience awareness and appreciation of the performances and exhibits presented by the presenter;
- The presenter's commitment to paying adequate artists' fees and providing adequate support to the production, particularly with respect to providing a venue that is appropriate for the type of performance or exhibit being presented;
- The audience development activities the presenter will undertake to promote the programming for which a grant is being sought;
- A clear, well-defined and well-timed marketing and promotion strategy for the proposed programming.

Requirements for completing the application:

- Presenters must complete the application form and attach all requested support material.
- Grant recipients must acknowledge the financial support of the Government of New Brunswick and the Government of Canada (Canadian Heritage) in all promotional material produced for the programming for which a grant was received.

² See previous footnote 1.

Note : In the case of disagreement concerning the interpretation of its policies, funding programs and their respective components, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a funding component.

The Department of Wellness, Culture and Sport reserves the right to revise programs or their respective components at any time without notice.

Notification of results

Applicants will be notified of the results in writing a few weeks following the application deadline.

Additional information

The Department of Wellness, Culture and Sport must be notified immediately of any change in the initial project or budget for which an application was submitted.

Applicants must keep the guidelines and a copy of their application for their records.

The Department of Wellness, Culture and Sport is subject to the Right to Information Act and the Protection of Personal Information Act.

Contact Information and Mailing Address

Should you have any questions or require any assistance please contact Rebekah Chassé, program consultant with the Arts Development Branch of the Department of Wellness, Culture and Sport. Complete applications must be mailed to the following address:

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