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## ***CULTURE ON THE GO: MARKET ACCESS***

Application Package for Organizations

***Deadline: November 1, 2011***

***Culture on the Go*** encourages creative ventures and partnerships in touring and market access in order to provide the public with increased exposure to the province's artists and artistic products. The program also provides artists with opportunities to explore new and innovative approaches to touring that build upon conventional models.

***Culture on the Go*** is made possible as a result of funding provided to the Saskatchewan Arts Board by the Government of Saskatchewan through the Ministry of Tourism, Parks, Culture and Sport.

### **APPLICATION PACKAGE CONTENTS**

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**Contact the Program Consultant well in advance of the deadline  
to discuss your market development initiative:**

***Karen Henders***

**Program Consultant – Creative Industries**

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Project	The Saskatchewan Arts Board invites Creative Industry Sector Organizations, presenting theatres, companies and producers to submit proposals for strategic marketplace development projects that are in keeping with the organizations' goals and mandate, and advances its' capacity to meet those goals and long-term plans.
Purpose	The purpose of this grant program is to support one-time-only initiatives for companies and organizations to pursue market development initiatives that advance their strategic goals in relation to the promotion of Saskatchewan cultural products.
Eligibility	<p><b>Eligible Projects</b></p> <ul style="list-style-type: none"><li>• Projects that showcase Saskatchewan cultural product at industry festivals and fairs or other self-identified opportunities or initiatives</li><li>• Projects that will be completed in the applicants' next fiscal year</li><li>• Projects either within or outside of the province or country</li><li>• Projects that are not currently part of the organizations annual program of activities.</li></ul> <p><b>Eligible Expenses</b></p> <ul style="list-style-type: none"><li>• Travel, accommodation, shipping, marketing and promotion.</li></ul>
Funding	<p>Funding levels for successful projects will be determined through the assessment process and the availability of funds through the Saskatchewan Arts Board.</p> <p>Funds will be disbursed to successful projects through contribution agreements. All successful projects will be funded in two installments as follows:</p> <ul style="list-style-type: none"><li>• <b>20% of grant awarded upon signing the contribution agreement</b></li><li>• <b>Remainder</b> to be disbursed upon receipt and approval of:<ul style="list-style-type: none"><li>○ confirmed project dates;</li><li>○ copies of signed contracts with venues, vendors and/or personnel;</li><li>○ confirmed quotes from vendors providing contract services;</li><li>○ finalized promotion and audience development plan; and</li><li>○ finalized project budget.</li></ul></li></ul>



Notification	<ul style="list-style-type: none"> <li>• Applicants are informed of grant decisions by December 31, 2011</li> <li>• Applicants may not contact jurors at any time, before or after notification of results. Doing so may disqualify an applicant from future funding.</li> </ul>
Reports	<p>Grant recipients are required to submit a final report, including a financial report, upon completion of their grant activity. Final reports are due 60 days after the project end date. A final report template is available on the Saskatchewan Arts Board website. <a href="http://www.artsboard.sk.ca/grants">http://www.artsboard.sk.ca/grants</a></p>
Recognition of Funders	<p>Grant recipients are required to acknowledge the Saskatchewan Arts Board's support wherever possible and appropriate. This is important as it helps raise awareness about the value of public funding for the arts. The Saskatchewan Arts Board will provide grant recipients with an acknowledgement statement and access to the Arts Board's logo</p>
Confidentiality of Information	<p>The personal and confidential information that the applicant provides in the application is collected, used and disclosed in accordance with the provisions of the <i>Freedom of Information and Protection of Privacy Act</i> and the <i>Personal Information Protection and Electronic Documents Act</i>. This information is required to process the application. The applicant's personal and confidential information will only be disclosed as necessary to employees of the Saskatchewan Arts Board and the adjudicators. If awarded a grant, the applicant's name and grant amount will be announced publicly. The Saskatchewan Arts Board will respond to any inquiries regarding the privacy policies and procedures, including requests to access the applicant's personal information.</p>



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## ***CULTURE ON THE GO: MARKET ACCESS APPLICATION FORM***

***Deadline: November 1, 2011***

- Read the Program Information and Appendix before beginning this Application Form
- Please complete the Application Form in black ink or type
- Please **DO NOT** staple or clip application materials or place any items in folders.

### PART 1: APPLICANT NAME

**Applicant Legal Name:**

**Name for Cheque Issue** *(if different from above):*

### PART 2: APPLICANT INFORMATION

**Applicant Mailing Address:**

**Organization Contact Name:**

**Position in Organization:**

**Phone:**

**E-mail:**

**Website:**

**Fax:**

### PART 3: GRANT INFORMATION

**Artistic Discipline** *(check one):*

- Community Arts    Dance    Literary    Media<sup>1</sup>    Multidisciplinary    Music  
 Theatre    Visual    Other *(please specify):*

**Grant Request:**      \$

<sup>1</sup> Media also includes film and/or new media.

PART 4: PROJECT INFORMATION

**Project Dates:** From \_\_\_\_\_ to \_\_\_\_\_  
(Day/Month/Year) (Day/Month/Year)

**Project Location:**

**Project Statement:**

Complete the following sentence in 25 words or less:

This project is to

PART 5: DECLARATION

**Part A:**

I, the undersigned, certify that the statements and information contained in this application are accurate and complete.

I agree to direct all questions concerning the results of this application to the Saskatchewan Arts Board.

**Part B:**

I, the undersigned, understand that if this application is successful, the applicant will receive a cheque for the amount approved. By cashing this cheque, the applicant agrees to:

- provide the Saskatchewan Arts Board with a revised budget if the approved grant amount is less than the requested amount,
- spend the money as proposed in the budget,
- consult with the Saskatchewan Arts Board about any major changes to the project that become necessary including significant budget revisions,
- acknowledge the support of the Saskatchewan Arts Board when possible and appropriate, and
- provide the Saskatchewan Arts Board with a final report, including a financial report that explains how the grant was spent.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (*print clearly*)

\_\_\_\_\_  
Position with Organization (if applicable)

\_\_\_\_\_  
Date



## ***CULTURE ON THE GO: MARKET ACCESS***

### **Appendix 1: BUDGET TEMPLATE**

#### Budget Template – Instructions

A Budget Template is provided on page 7

- Applicants will **complete and submit only** Column 1: Proposed Budget and Column 4: Budget Notes **with the application.**
- Grant recipients will **complete and submit** Column 2: Revised Budget and revised Column 4: Budget Notes **after the grant is approved** by the Saskatchewan Arts Board if the amount of the grant is less than was requested.
- Grant recipients will **complete and submit** Column 3: Final Actuals and revised Column 4: Budget Notes **at the end of the project** as part of their reporting requirements.
- List all revenue and expenses. Only include items that are directly related to the proposed project.
- Additional items and/or lines may be added to the Budget Template as required.
- **The budget must balance** (total revenue must equal total expenses).

#### Revenue

- Indicate Revenue as confirmed or unconfirmed.
- Identify In-kind Contributions and corresponding In-kind Expenses with an asterisk (\*).

#### Expenses

- Funding from other sources may not be assigned to the same expenditures as those covered by the Arts Board.
- Expenses that are part of an organization's ongoing program and/or operations costs will not be included in a *Market Access* budget and/or grant request.

# BUDGET TEMPLATE

	<i>Column 1</i> <b>Proposed Budget</b>	<i>Column 2</i> <b>Revised Budget</b>	<i>Column 3</i> <b>Final Actuals</b>	<i>Column 4</i> <b>Budget Notes</b>
<b>Revenue:</b> <i>(indicate as confirmed or unconfirmed)</i>				
<b>SAB Market Access Grant</b>				
<b>Other Grants</b> <i>(list)</i>				
<b>Partnership Contributions</b> <i>(list)</i>				
<b>Sponsorships</b> <i>(list)</i>				
<b>Ticket Sales, Fees, etc.</b> <i>(list)</i>				
<b>In-kind Contributions</b> <i>(list)</i>				
<b>Other</b> <i>(list)</i>				
<b>Total Revenue</b>				
<b>Expenses:</b>				
<b>Fees</b> <i>(list)</i>				
<b>Production</b> <i>(list)</i>				
<b>Travel</b> <i>(list)</i>				
<b>Communications/promotion</b> <i>(list)</i>				
<b>Other</b> <i>(list)</i>				
<b>Total Expenses</b>				