



**ARTS
CATALYST PROGRAM**
APPLICATION FORM: Developing Audiences and Markets
Deadline: June 15, 2009 by 5 p.m.

(See the *Catalyst Guide to Filling Out the Application Form* and *Catalyst Program Guidelines*)

Applicant Details

Lead Organization: _____
Contact Person: _____
Mailing Address: _____
City/Town: _____ Postal Code: _____
Telephone: _____ Facsimile: _____
Email: _____ Website: _____

Project Title: _____

Summary of project: (Max. 50 words)

Start Date: _____ (d/m/y) End Date: _____ (d/m/y)
Cost of Project: _____ Amount Requested: _____
Last Operating Budget: _____

Have you ever applied to 2010 Legacies Now? Yes No
If Yes, for this project? Yes No If Yes, were you successful? Yes No

Lead Organization: (select one)

- Arts, Cultural, Heritage Organization or Association Society #: _____
- Arts Service Organization
- Post-Secondary Institution (eligible if in partnership with arts, cultural or heritage organizations)

On behalf of a partnership (If yes, please list all partners)

(Partnerships must consist of two or more organizations, each of which is expected to make a clear, identifiable and significant contribution to the project. This differs from a funding partnership. Please see the *Catalyst Program Guidelines*.)

Organization Background

What is your organization's mission/mandate? Please provide a brief history of your organization and its role in your community. If applicable, please also concisely list the programs/projects that you have undertaken in the past two to three years.

(Max. 500 words)

- For partnerships, please provide a brief background for each partner.

Description of Project

Describe the project as clearly as possible.

Please consider the following information when answering this section. (Max. 500 words)

- How does the project build and sustain relationships with a wider audience and/or better serve existing audiences?
- If funding is requested for one phase of a larger project, focus on the phase that you are requesting support for in your description. Please provide contextual information on the larger project.
- In carrying out the project, does your organization face any challenges that are specific to the community in which you operate?

What need or opportunity in your organization or in the partnership have you identified that the project will address?

Please consider the following questions when answering this section. (Max. 500 words)

- Explain how the project is outside your ongoing marketing.
- How and why is it crucial to your organization's or the partnership's development?
- What evidence/rationale do you have for identifying this need or opportunity?
- How will the project address the identified need or opportunity?

How will the project change your organization and/or the partnership for the better in the short and long term?

Please consider the following questions when answering this section. (Max. 500 words)

- What is your goal upon completion of the project?
- How will this project improve your organization's or the partnership's capacity to attract new audiences or interact with existing audiences?
- Will the project engage with communities and audiences currently underserved? If so, how and why?
- How will you maintain the outcomes from the project? Your application will be assessed on the project's ability to carry forward the results in the long term.

Workplan/Timeline

What work has been done to date to prepare for the project? (Max. 250 words)

- Funding cannot be provided for any activities that are listed in this section.

For example:

Date	Activity and Description

Provide a complete timeline and audience development/distribution plan for the project that includes key milestone dates, the activity, and those responsible for the activity. (Max. 1 page)

- The achievability and strength of the audience development/distribution plan will be an important part of the application's assessment.
- Funding cannot be provided retroactively. Activity funded by 2010 Legacies Now for the June 15, 2009 deadline cannot begin before October 2009.

For example:

Key milestone dates	Activity	Who's Responsible for Activity

Evaluation

What will constitute success for your organization and/or the partnership as a result of this project? How will you measure the outcomes of the project in your organization and/or the organizations within the partnership?

Please consider the following information when answering this section. (Max. 500 words)

- We encourage both quantitative and qualitative measures.
- Long and short-term measures must be considered.

For example:

Success Measures	Evaluation Methods
We hope to increase subscription sales by 10% to 3,850	Comparison to last year's sales
We intend to raise the awareness of our organization in our municipality to 30%	Pre and post project survey
We intend to strengthen our communication with our youth audience	Series of workshops and post project discussions Number of youth subscriptions to our newsletter

Budget

Please complete the attached budget form.

- Contributions will range between \$3,000 - \$30,000
- Funding requested for Developing Audiences and Markets can be no more than 50% of the overall cost of the project
- In-kind contributions can be up to a maximum of 25% of the overall cost of the project
- Please provide notes to the budget to explain how amounts were determined
- Indicate whether revenue from other sources is confirmed or pending

Support Materials

Do not include visual support material (books, CDs, DVDs) with your application; they will not be returned.

Ensure you include:

- Certificate of incorporation (REQUIRED, if applicable)
- Last annual report, including financial statements (audited where available) (REQUIRED, unless a new organization)
- A completed Budget Form (REQUIRED)
- Any letters of agreement between participating organizations/individuals
- Any reports or studies undertaken to date that have helped the organization prepare for the project
- Any quotes or funding confirmation letters to back-up budget numbers
- Letters of support for the project (if a partnership, please provide letters from all partners)

How to Apply

Application Deadline: June 15, 2009, by 5 p.m.

1. Read the *Catalyst Program Guidelines*
2. Contact 2010 Legacies Now to discuss your proposal and its eligibility
 Phone: 778-327-5160
 Email: arts@2010LegaciesNow.com
3. See the *Catalyst Guide to Filling Out the Application Form*
4. Complete the *Catalyst Application Form* (note that each program category has a separate application form) and provide the requested support material.
5. Send the completed application to:
 Arts - Catalyst Program
 2010 Legacies Now
 #400 - 1095 West Pender Street
 Vancouver, B.C. V6E 2M6

Please note:

- Applications need to reach the 2010 Legacies Now office by 5 p.m. on the day of the deadline - **please take delivery time into consideration when submitting your application.**
- Faxed or emailed applications will not be accepted.
- Late applications will be returned unopened to the applicant.

Declaration by the Applicant

We certify that:

1. To the best of our knowledge all the information contained in this application and the attachments is true and complete.
2. By applying to 2010 Legacies Now we agree that 2010 Legacies Now is able to publish our organization's name as an applicant.
3. If successful, within two months of the project being complete we will send a report outlining the results to 2010 Legacies Now. All or portions of the results may be released publicly by 2010 Legacies Now.
4. If successful, the financial records of this project will be available for audit and on site inspection by 2010 Legacies Now or its designate.
5. If successful 2010 Legacies Now will be given appropriate recognition as a funding partner as per the Guidelines that will be provided in the Contribution Agreement.

Two authorized members of the applying organization must sign the application.
Unsigned applications and those with digital signatures will not be considered and will be returned.

Name (please print): _____ Name (please print): _____

Position: _____ Position: _____

Signature: _____ Signature: _____

Date: _____ Date: _____