



## Arts Development Branch

### BOOK AND PUBLISHING DEVELOPMENT PROGRAM LITERARY PROMOTION GRANT COMPONENT

# 2011-2012 Guidelines for Proposal Submission

## Description

This component provides eligible New Brunswick organizations and groups, whose primary mandate is to promote books and reading, with funding to help fund large-scale activities within the province that focus primarily on the literary arts.

## Objectives

There are three broad objectives that this Initiative is intended to serve:

- To create an environment where New-Brunswickers are encouraged to integrate books and the joy of reading into their daily lives;
- To improve access to books and foster reading;
- To support the province's Book Policy.

## Funding

This component provides funding in the form of a grant of up to 75% of the project's total cost to a maximum of \$20,000 per year.

**Note:** Events funded by this Program are ineligible for a second grant for the same literary activity through a different Arts Development Branch Program.

## Eligibility Criteria

Eligible Applicants would include (but not limited to):

- Non Profit Organizations
- Provincial Cultural Organizations/Associations
- Municipalities with a cultural policy
- First Nations

**Note:** The Department is open to considering applications from other organizations if the applicant can demonstrate the project's strategic value and ability to meet the funding component's objectives.

## Eligible activities

Eligible activities would include those that:

- Focus primarily on presenting the literary arts through programming that includes mentoring, readings or presentations by a variety of authors, and bookselling activities (i.e. book fairs, literary festivals);
- Feature professional authors whose works are not primarily self-published;
- Have a clear artistic mandate or theme.
- Are readily accessible to the general public;
- Encourage broad-based knowledge and awareness of the literary arts within the community (i.e. awareness campaign);
- Are concentrated in both time and place.

**Note:** Activities that are primarily writing courses or workshops are ineligible for funding through this program.

### **Application Process**

The application forms relating to the *Literary Promotion Grant* component of the Program can be downloaded from the Web page of the Books and Publishing Development Program. We strongly encourage first time Applicants to contact the Program Officer to discuss their eligibility before applying for funding under this Program.

All Applicants who receive funding must provide a final report containing the following information within 30 days of the event being completed:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Outcomes Achieved
- Actual Funding Sources & Expenditures

Applications for activities occurring in the year that begins with **April 1st** must be received by the Arts Development Branch at least 6 weeks prior to the event. Applications will be accepted for consideration until depletion of the budget for the current fiscal year.

### **Evaluation Criteria**

All applications being considered for funding under the *Literary Promotion Grant* component will be evaluated based on the following:

- Excellence of Event/Activity;
- Scope of Audience;
- Educational Value;
- Projected Economic Impact;
- Depth of New Brunswick Cultural Heritage.

**Note:** In the case of disagreement concerning the interpretation of its policies and guidelines, 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 guidelines at any time without notice.



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