



Please ensure that you answer all questions related to your project so that we can analyze your request for funding in a timely manner. Original signed copies sent by mail must follow faxes of completed applications. Please visit our website at www.canadianheritage.gc.ca/bpidp for printable HTML and PDF Files.

I. Applicant information

ORGANIZATION NAME
CONTACT PERSON
CONTACT PERSON'S TITLE
ADDRESS (street/P.O., city, province/territory, postal code)
TELEPHONE () FAX ()
E-MAIL
WEBSITE

Ownership Control

- Canadian-owned and -controlled organization
 Canadian-owned and -controlled firm

Organization focus/representation

- Publishing Distribution Wholesale Retail
 Canadian authors

Type of organization

- Private, for-profit Private, non-profit
 Affiliated with public-sector institution or association

Incorporated

- Yes Federal
 No Provincial

Corporate registration number

Number of years in operation

Scope of activities (please check one box only)

- Municipal Provincial Regional National

Language of communication

- English French

Number of employees

- Full time Part time
 Temporary Volunteers

II. Project information

Project name

Location of event/project (city/province)

Type of marketing activities (check all boxes that apply)

- Festival Salon/Fair Prize Campaign Catalogue or Tabloid Website Technology
 Other _____

Particular community emphasis (check all boxes that apply)

- Youth Official language minority Aboriginal
 Diversity (Projects presented by diverse cultural communities /or with special attention to them)

Proposed project start date

Total project cost

Proposed project end date

Total amount requested from BPIDP

I affirm that the information in this application and the attached documents are accurate and complete, and that the plans and budgets are fairly presented. I agree that once funding is provided, any change to the proposal will require prior approval of the Department. I agree to publicly acknowledge funding and assistance by the Department, in accordance with the terms of the contribution agreement. I also agree to submit reports and financial accounting for evaluation of the activity funded by the Department. I understand that the information provided in this application may be accessible under the *Access to Information Act*. I also agree to respect the spirit and intent of the various acts governing the programs of the Department of Canadian Heritage.

Signature block

Authorized signature
 Date

Name (please print)
 Title (please print)

If someone other than the president or owner signs the application form, a letter from the president or owner authorizing that person to submit the application must be provided.



III. Project Results Forecast

Please provide the forecast government financial assistance for your project.

Federal \$ Provincial \$ Municipal \$

Please ensure that you answer all questions related to your project, and indicate forecast results for the project.

Number of distinct events (book signing events not included)

Number of French language events Number of Bilingual events
 Number of English language events Number of events in other languages

Authors

Number of Canadian authors Number of authors from minority, official-language communities Number of authors from Aboriginal communities
 Number of non-Canadian authors Number of authors from diverse cultural communities Number of provinces and territories represented
 Number of local Canadian authors

General

Total Audience Book Sales related to project: units dollars
 Number of awards to present Direct sales (i.e. at event): units dollars
 Number of press reviews Indirect sales: units dollars
 Number of ads (advertising) Amount spent on advertising
 Number of publishers in attendance Number of promotional items distributed
 Number of publishers represented
 Website hits*

* Number of visitors to the project website in the 3 months prior to event

IV. Marketing and Promotion Proposal

In a separate document, please provide the following, **using the headings from 1 to 8 below** in the order shown. Additional information may be submitted if necessary. Include a printed copy of your responses, as well as your latest financial statements, with this application. If possible, e-mail an electronic version to bpidp_padie@canadianheritage.gc.ca.

CHECKLIST

- 1. ORGANIZATION:** Provide a short history of your organization, describing its mandate and achievements. Include a copy of the articles of incorporation and charter (or constitution and by-laws) and lists of your directors/officers (or equivalents).
- 2. RESOURCES:** Describe the resources that your organization can apply to this project. Who are the key people in the organization that will be managing the project? If you are working with consultants, indicate how and why they were selected.
- 3. PARTNERS:** List any other organizations that are working with you or that support this project or its objectives. What efforts have you made to find other sources of funding, from either the public or private sector?
- 4. DESCRIPTION AND ELIGIBILITY:** Provide a detailed description of your project. Indicate how your project meets the eligibility criteria under Marketing and Promotion in the application guide. Also indicate how each component of the project will give a higher profile to works by Canadian authors and increase their presence on the market.
 - a) NEED FOR THE PROJECT** - Identify the need within the Canadian book publishing industry that this project will address.
- b) RESPONSE TO NEED** - What impact will the project have on the Canadian book publishing industry?
- c) NEED FOR FUNDING ASSISTANCE** - Why is funding required for this project?
- d) APPLICANT EXPERTISE** - What is the ability of the applicant to complete the project?
- 5. TIMELINE:** Provide a clear and comprehensive workplan and calendar, showing your project activities between the start and end date.
- 6. OBJECTIVES:** In order of importance, list about three distinct, reasonable, and measurable objectives of the project. Why is the project being proposed? What will have changed once the project is successfully completed?
- 7. EVALUATION FRAMEWORK:** Based on the objectives listed above, indicate how you intend to monitor and evaluate the progress of the project and ensure that the objectives are met. How will you know whether your project has met its objectives?
- 8. FINANCIAL INFORMATION:** Provide a detailed budget proposal (by fiscal year, ending March 31) showing all expected expenses and revenues for your project. For revenues, indicate whether amounts are estimated or confirmed and be sure to show other government funding sources.



Please ensure that you answer all questions related to your project so that we can analyze your final report in a timely manner. Please visit our website at www.canadianheritage.gc.ca/bpidp for printable PDF Files.

I. Applicant identification

Organization name Project start date
 Project name Project end date

II. Actual project results

Please provide the actual government financial assistance for your project, as well as the overall cost (including all expenses).

Federal \$ Provincial \$ Municipal \$ Total cost \$

Please complete the information requested below:

Number of distinct events (book signing events not included)

Number of French language events Number of Bilingual events
 Number of English language events Number of events in other languages

Authors

Number of Canadian authors Number of authors from minority, official-language communities Number of authors from Aboriginal communities
 Number of non-Canadian authors Number of authors from diverse cultural communities Number of provinces and territories represented
 Number of local Canadian authors

General

Total Audience Book Sales related to project: units dollars
 Number of awards to present Direct sales (i.e. at event): units dollars
 Number of press reviews Indirect sales: units dollars
 Number of ads (advertising) Amount spent on advertising
 Number of publishers in attendance Number of promotional items distributed
 Number of publishers represented
 Website hits*

* Number of visitors to the project website in the 3 months prior to event

Some projects may not be able to report on the sales figures of books. Where possible, recipients should make efforts to monitor and report on the sales of books, resulting from the project.

III. Evaluation of Project/Event

How will you rate the results of the research in term of usefulness to the book industry?

	Survey method used	Number of respondents	Rating		
Authors	<input type="text"/>	<input type="text"/>	Unsatisfactory	Satisfactory	Fully satisfactory
Publishers	<input type="text"/>	<input type="text"/>	Unsatisfactory	Satisfactory	Fully satisfactory
Audience	<input type="text"/>	<input type="text"/>	Unsatisfactory	Satisfactory	Fully satisfactory

IV. Marketing and Promotion Final Report

The Final Report shall consist of an evaluation of the results of the project and a complete accounting of the project. When preparing your final report, please include the following:

CHECKLIST

- 1. A cover letter, clearly stating the project dates and the amount due, giving a brief retrospective summary of the project and alerting Program staff to any complications or issues that arose during the project, particularly those pertaining to project objectives or budget.
- 2. A narrative consisting of an assessment of your project (activities and results) between the start and end date.

- 3. A completed Evaluation Framework consisting of the actual results of your project versus the indicators and expected results agreed upon (Annex A-2 of the Contribution Agreement).
- 4. A Financial Report (by fiscal year, ending March 31) comparing actual expenses and revenues to the budget provided (Annex B-1 of the Contribution Agreement).
- 5. Any promotional material used for your project, as well as copies of press clippings.