



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

LITERARY PROMOTION PROGRAM (2021-2022)

GUIDELINES

Applications must be emailed to culture@gnb.ca

There is no deadline for this program. Please submit an application at least three weeks prior to the start of your project. Projects should take place between April 1, 2021 and March 31, 2022.

Proposed projects must ensure all physical distancing, self-isolation directives and COVID-19 regulations in place by the Province of New Brunswick are respected. Projects or initiatives not adhering to these regulations will not be considered. Clients should keep in mind that the above directives may change. The client is responsible for adapting to changes in directives as they occur.

DESCRIPTION

This program 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

- 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](#).

GRANT DESCRIPTION

This program provides funding in the form of a grant of up to 50% 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, Culture and Commemorations Branch Program, with the exception of the [New Brunswick/Quebec Cultural Cooperation Program](#).

ELIGIBILITY

Eligible Applicants would include (but not limited to):

- Non-profit arts and cultural organizations legally incorporated in New Brunswick;
- 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 PROJECTS

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 (with at least 50% of New Brunswick artists);
- 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).

EVALUATION CRITERIA

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

- Quality of literary and artistic merit of Event/Activity;
- Scope of Audience and Promotional and Outreach Activities;
- Educational Value;
- Projected Economic Impact;
- Wellness Benefits;
- Depth of New Brunswick Cultural Heritage.

ACKNOWLEDGEMENT OF SUPPORT

Grant recipients must acknowledge the financial support of the Government of New Brunswick in all promotional material produced for the project for which a grant was received.

Provincial logos can be downloaded here: <https://www2.snb.ca/content/snb/en/services-to-government/logos.html>

Grant recipients are also encouraged to promote the project on social media by tagging us and/or using hashtag #ArtsCultureNB

REPORTING

Grant recipients must submit a final report via email to culture@gnb.ca within *60 days following the completion of the project*. Future grant disbursements will be withheld pending receipt and acceptance of overdue final reports. The report template is available on the [program's webpage](#).

ADDITIONAL INFORMATION

- The Department of Tourism, Heritage and Culture must be notified immediately of any change in the initial project or budget for which an application was submitted.
- In the case of disagreement concerning the interpretation of policies and programs, the Department reserves the right to final interpretation of the intent and implementation of a program.
- The Department reserves the right to revise programs at any time without notice.
- An organization may present only one funding application per year under this program.
- The Department of Tourism, Heritage and Culture is subject to the *Right to Information and Protection of Privacy Act*.

CONTACT INFORMATION

For program information, please contact:

Arts, Culture and Commemorations Branch
Department of Tourism, Heritage, and Culture
P.O. Box 6000
Fredericton, N.B.
E3B 5H1

Telephone: (506) 453-2555
Email: culture@gnb.ca
Website: www.gnb.ca/culture