

Festival Title: _____ Festival dates: _____
 Name of Applicant: _____ Current date: _____

Please provide details on the proposed Festival you are seeking funding for. It is recommended to be concise and to use point form for your answers whenever possible. Do note that no extra information provided for the application will be reviewed, and the character limit will be strictly enforced. **Please note that spaces, bullet points and paragraph breaks (after pressing “enter”) count towards the character limit.**

<p>1. Who is (are) the festival's target audience(s)? (maximum 350 characters)</p> <p>Include details on the location or type/profile of the targeted audience.</p>
<p>2. What is your outreach strategy and how does it align with the goals and target audience(s) of the festival? (maximum 750 characters)</p> <p>Include details on the promotion avenues chosen.</p>

3. Describe the strategies that the festival employs for audience discoverability that are unique and help the festival stand out, including communications, social media and media relations. (maximum 750 characters)

Include details on the marketing and promotion activities that are planned to reach the festival's target audience.

4. Describe any innovative programming and initiatives that will be undertaken by the festival to attract or develop new audiences. (maximum 750 characters)

Include details on how they are unique to the industry, the needs that were identified that led to its/their creation and how these activities align with them.

5. What is the festival's community partnership strategy and how does it align with your objectives?
(maximum 750 characters)

Community partnerships are defined as partnerships that are not financial in nature (no exchange of cash for benefits is made) and/or cannot be easily valued. In-kind sponsorships for which the exchange of goods and services can be easily valued at their reported fair market value should be included in the budget template and not within this question.

Include details on how this strategy maximizes the impact of these community partnerships, with a focus on the alignment of this strategy with the festival's audience development and engagement goals.

6. Highlight key community partnerships from the previous edition of the festival that exemplify the festival's community partnership strategy. (maximum 750 characters)

Identify the type of community partner that was engaged (e.g., community group, festival, local company, school, etc.) and the purpose of the partnership (e.g., audience outreach, distribution, programming, promotion, etc.). Provide details on the impact and results from these specific partnerships.

It is recommended to include a variety of types and purposes to show the range of community partnerships that the festival engages with.