

Audience Development and Engagement Proposal

Medium to Large-Scale Festivals Program

Festival Title:

Festival dates:

Name of Applicant
Company:

Current date:

Please provide details on the proposed Festival you are seeking funding for, unless otherwise requested in the question. 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 each question will be evaluated on its own, so do ensure that all details pertaining to the question are provided within their specific answer. **Please note that spaces, bullet points and paragraph breaks (after pressing “enter”) count towards the character limit.**

Who is (are) the festival's target audience(s)? (maximum 350 characters)

Include details on the demographics and psychographics such as, but not limited to, location, age, profession, or type/profile of the targeted audience. Ensure details are included on all audiences, including film-going and industry.

What are your outreach and engagement initiatives for audience development (new and existing) and how are they used to reach your target audience(s) and encourage their participation and/or attendance? List key community partnerships that have been established. (maximum 1,250 characters)

Provide examples of outreach and engagement initiatives/actions, including key community partnerships, used to develop and maintain new and existing audiences. Include details on how these initiatives/actions reach the intended audience and what goals these initiatives/actions and community partnerships help achieve. Include as well on the promotion avenues, such as social media, communications and media relations, that the festival utilizes. If under-represented groups are targeted, include details on how contact and engagement is established.

Describe any innovative programming (curated films and activities) that will be undertaken by the festival to attract or develop the target audience(s) described in question 1. (maximum 1,000 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. Also provide details on examples of community partnerships that help assist with the programming and events.