



Market Development Application

Name : _____

Address : _____

Phone : _____ Email : _____

Website : _____

Emerging or Professional Artist (see guidelines for definition) : _____

- Summarize your artistic work, history and achievements.

Project

- Describe how the project will help you develop a new market for your work. Please specify that this is your first time participating in the project's event/activity, and if you have participated in similar events/activities in the past.
- Outline the project's details. The following information is required:
 - Start date & end date
 - Name of Event or Activity
 - Event Website
 - Venue Name & Location

Impact

- Describe the anticipated results of this project, including projected sales/bookings, networking opportunities, and/or exposure to specific arts presenters (programmers, curators, artistic directors, publishers, etc.).
- How will this project impact your career and/or practice?

Budget

- If the request amount is only partially awarded, how will you raise the additional funds to carry out the project?

Request Amount : _____

Revenu	Projected	Actual
Artist Contribution		
PECAC (Request Amount)		
Other		
<i>Total Revenu</i>		
Expenses		
Registration fee/Venue rental/Booth fee		
Freight (by air or truck; maximum \$500)		
Artist travel (\$0.40/KM or economy class ticket). *Provide proof of purchase.		
Accommodation (Maximum \$120/night)		
Meals (Maximum \$60/day)		
Equipment rental (audio-visual, lights, etc.)		
Presentation costs (framing, display structure)		
<i>Total Expenses</i>		
Surplus (Deficit)		