



Canada Council  
for the Arts

Conseil des Arts  
du Canada

## WRITING AND PUBLISHING SECTION

### Author Promotion Tours 2012

You must complete the attached forms to apply for author promotion tour support in 2012-13 (for tours between 1 December 2011 and 31 March 2013). Please read these guidelines carefully before completing the forms, and keep a copy of the guidelines and the completed forms. These documents contain essential information on the conditions of grants.

### Deadline

**15 December 2011**

If this date falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application and all required support material must be postmarked on or before the deadline date.

The Canada Council will not accept applications postmarked after the deadline date, incomplete applications, or those submitted by fax or email.

### Further Information

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## PROGRAM GUIDELINES

<p><b>Program Description</b></p>	<p>The Canada Council for the Arts provides support to book publishers participating in the Book Publishing Support program for a portion of the costs of author promotion tours. The tours must give greater public and media exposure to the publishers' current publication programs.</p>
<p><b>Eligibility</b></p>	<p>Assistance is available for tours by Canadian authors, illustrators or translators of titles that are eligible under the Canada Council for the Arts Book Publishing Support program. Assistance is not available for tours by writers who own, or are employed by the publishing house that is applying.</p> <p>Please consult the Book Publishing Support application guidelines (either the Emerging Publisher Grants or Block Grants component) to determine title eligibility.</p> <p>Eligible promotional activities include launches, book signings, interviews with the media and public readings. Note that publishers cannot receive support for the same costs that are funded through the Canada Council's Literary Readings, Grants for Literary Arts Promotion program or promotional assistance for translated titles through the Translation Grants program or through a national association that is receiving public readings support from Council.</p> <p>Tours must be carried out within 12 months of the title's publication. The tour must include at least two promotional activities in each city on the tour, and authors must travel at least 100 kilometers from their normal place of residence.</p> <p>Funding is intended for tours within Canada only.</p> <p>Note that meeting the eligibility criteria allows you to apply to this program component. It does not, however, guarantee that you will receive a grant.</p> <p>You are not eligible to apply to this program until all your overdue final reports for Canada Council grants have been submitted and approved.</p>
<p><b>How to Apply</b></p>	<p>To apply for author promotion tour support in 2012-13 (for tours between 1 December 2011 and 31 March 2013), publishers must complete the "Request for Canada Council Eligible Titles" form and submit it on or before the application deadline. Publishers must also have applied to the Book Publishing Support program, and must report on the use of any Author Promotion Tours funds received in 2011 when they apply for the 2012 funding. Publishers must use the "Report on Support for Canada Council Eligible Titles" form for their report.</p> <p>For 2012-13 tours, book publishers may indicate tentative tours if plans are still evolving. Substitutions of eligible titles and eligible authors, illustrators or translators may be made by publishers throughout the year.</p> <p>Grant recipients will be required to report on the use of these funds with their next annual request for Author Promotion Tours assistance.</p>

<p><b>Grant Amount</b></p>	<p>Publishers can claim costs only up to the eligible maximum below, even if tour costs are higher. The maximum also applies to a tour by co-authors of a single title.</p> <p>The eligible costs are <b>one of the following</b> (not a combination of both):</p> <ul style="list-style-type: none"> <li>• living expenses (meals and accommodation) to a maximum of \$125 a day for a maximum of 12 days for each eligible title</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• direct travel expenses of touring authors, illustrators or translators, to a maximum of \$1,500 for each eligible title.</li> </ul> <p>A maximum of \$1,500 is allowed for each author each year (or for each title each year in the case of co-authored titles). The maximum amount available to one book publisher for a single year is \$20,000.</p> <p>Applicants may not receive the full amount they request.</p> <p>If a publisher has not used all the funds awarded in the previous year, that amount will be deducted from the current year’s assessment of the Author Promotion Tours request.</p>
<p><b>Assessment of Applications</b></p>	<p><b>Assessment Process</b></p> <p>Applications will be assessed by the Writing and Publishing Section. The Author Promotion Tours grant request may also be reviewed and adjusted by the Book Publishing Support program peer assessment committee.</p> <p>The funding level will depend on the total number of eligible requests that are received, divided into the available budget. The assessment committee may also decide to adjust a grant based on the average touring grant an applicant has received in recent years, where this applies.</p> <p><b>Assessment Criteria</b></p> <p>The Writing and Publishing Section will assess applications to this program against the following criteria:</p> <ul style="list-style-type: none"> <li>• eligibility of the titles being promoted</li> <li>• the average of the applicant’s recent promotion tour support</li> <li>• the report on the previous year’s activities</li> <li>• proposed future promotion tours.</li> </ul>
<p><b>Notification of Results, Payment and Conditions</b></p>	<p>Book publishers are usually informed about their annual grant from the Author Promotion Tours program in May, by letter. Payment is made upon receipt of the grant acknowledgement form.</p> <p>Publishers are responsible for keeping complete records of promotion tour expenses and must be able to submit expense receipts if required to do so by the Canada Council.</p> <p>When possible, publishers must prepare a news release for all tours for which they are claiming support. The news release must include a clear acknowledgement of the support provided by the Canada Council for the Arts.</p> <p>Publishers must submit copies of the news releases and (or) other promotional material to the Canada Council when they report on the use of the grant funds.</p>