



Canadian  
Heritage

Patrimoine  
canadien

Canada



# Canada Arts Presentation Fund (CAPF)

*Professional Arts Festivals and  
Performing Arts Series Guidelines*





## TABLE OF CONTENTS

<b>1. Introduction</b> .....	<b>1</b>
1.1 CAPF Objective .....	1
1.2 CAPF Expected Results .....	1
1.3 CAPF Components .....	1
<b>2. Eligibility Criteria</b> .....	<b>2</b>
2.1 Eligible Organizations .....	2
2.2 Eligibility Requirements .....	2
2.3 Eligible Activities .....	3
2.4 Eligible Expenses .....	3
2.5 Ineligible Activities and Expenses .....	4
<b>3. Assessment Process and Criteria</b> .....	<b>4</b>
3.1 Assessment Process .....	4
3.2 Assessment Criteria .....	5
3.3 Community Engagement for Professional Arts Festivals Only .....	5
<b>4. CAPF Requirements</b> .....	<b>6</b>
4.1 Funding Conditions .....	6
4.2 Submitting an Application .....	7
4.3 Deadlines .....	7
4.4 Service Standards .....	8
4.5 Reporting Requirements .....	8
4.6 Public Acknowledgement of Financial Assistance .....	9
4.7 Access to Information .....	9
4.8 Official Language Requirements .....	9
4.9 Multi-Year Funding .....	9
<b>5. Glossary</b> .....	<b>10</b>



# 1. Introduction

## 1.1 CAPF Objective

The objective of the Canada Arts Presentation Fund (CAPF) is to give Canadians access to a variety of professional artistic experiences in their communities. The CAPF recognizes that arts presenters are key partners in achieving this objective by providing funding to organizations that professionally present arts festivals or performing arts series, as well as their support organizations.

## 1.2 CAPF Expected Results

- arts presenter organizations offer a variety of professional artistic experiences to Canadians;
- Canadians in all regions of the country engage and participate in a variety of professional artistic experiences offered by arts presenters;
- presenter support organizations undertake professional development opportunities to strengthen the practices of CAPF arts presenters and the presenting community; and
- arts presenters undertake their activities within a healthy Canadian presenting environment.

Ultimately, the long-term results of the CAPF will allow Canadians to value and engage with professional artistic experiences.

## 1.3 CAPF Components

The Canada Arts Presentation Fund delivers its funding through two components:

- Programming Component – to support existing:
  - Professional Arts Festivals and Performing Arts Series Presenters and
  - Presenter Support Organizations
- Development Component – to support the emergence of arts presenters and presenter support organizations for underserved communities or artistic practices. For more information on the Development Component please contact a regional office of the Department of Canadian Heritage.

An organization cannot apply to both components in the same year for its regular programming activities.

**Please refer to the Glossary for further explanation of any terminology used throughout this document.**

## **Professional Arts Festivals and Performing Arts Series Presenters:**

An organization should consider the following as part of its request to the CAPF:

- a variety of programming such as: new artistic disciplines or new genres within a discipline; ethnocultural expressions; Aboriginal artistic expression; artists from official language minority communities; artistic productions created in other provinces or territories or outside Canada; and works by emerging artists;
- related community engagement activities, including audience development/outreach activities;
- presenting conditions and opportunities offered to professional artists; and
- partnerships that strengthen the contribution the arts make to community life.

## **2. Eligibility Criteria**

### **2.1 Eligible Organizations**

An organization must be one of the following:

- a not-for-profit organization incorporated under Part II of the *Canada Corporations Act* or the *Canada Not-For-Profit Corporations Act* (or under corresponding provincial or territorial legislation);
- a provincial, territorial or municipal institution (including agencies and public educational institutions that organize presentation activities for the public); or
- an Aboriginal peoples institution or organization (Aboriginal peoples include Inuit, Métis, Status and Non-Status people).

### **2.2 Eligibility Requirements**

**All eligible organizations must:**

- have a clear arts presentation focus in their vision or mandate that is reflected in their by-laws and/or other governance documents;
- have as their mission the presentation of works of professional artists;
- keep separate, clear and exact accounts for these presentation activities;
- have been in continuous professional operation for a minimum of one year prior to the application deadline;
- present works that originate from more than one province or territory;
- provide the presentation venue, as well as technical and promotional support for the presentation;
- charge an admission fee to the public for part or all of the presentation season or the festival; and
- pay a guaranteed fee to professional artists for presentations offered within a festival or series and provide professional presentation conditions. (The contractual commitments concerning remuneration to artists by Fringe and street-performer festivals also meet CAPF eligibility requirements).

**In addition, Professional Arts Festivals must:**

- have presented in a professional manner a festival lasting a minimum of three consecutive days, of various works created, produced and/or performed by professional artists; and
- program a festival that extends over a period of three days (*minimum*) to four weeks (*generally*) and includes the presentation of a minimum of three distinct professional works/performances.
- **media arts festivals:** also demonstrate a commitment to presenting works by independent professional artists, including films, video or audio productions, and new media. CAPF will give priority to media arts festivals where artists are remunerated to undertake outreach activities with the general public during the festival

**In addition, Performing Arts Series Presenters must:**

- have presented in a professional manner a minimum of three distinct shows, or a series of performances within a season, created, produced and performed by other professional artists.

### **2.3 Eligible Activities**

- presentation of a minimum of three distinct professional shows, as part of a performing arts series, in one or several artistic disciplines and from more than one province or territory;
- presentation within a festival format of at least three distinct professional performances or events from one or several artistic disciplines and from more than one province or territory;
- community engagement activities, including audience development/outreach activities (see Glossary for more details);
- professional development/networking activities for arts presenters such as attending workshops and conferences;
- partnerships and collaborations including other arts presenters, not-for-profit arts community organizations and/or educational institutions; and
- volunteer participation including training and training materials.

### **2.4 Eligible Expenses**

CAPF funds expenses that are directly linked to the following activities:

- costs related to the selection of artists, artists' fees, and per diems, accommodation and travel related to artists;
- administrative and presenting salaries or fees;
- promotion/marketing costs, including costs associated with social media;
- hall and venue rentals or equal value of operating costs;
- technical and front of house costs;
- costs related to community engagement activities, including audience development/outreach activities;

- costs incurred for organizing volunteer participation;
- international artists' travel costs are an eligible expense but cannot be reimbursed by the program. (contact a regional office for more information);
- training and professional development activities for arts presenters, e.g. workshop facilitation, registration and material costs, coordination, mentorship expenses as well as travel, accommodation and per diems related to business activities;
- administration costs; and
- donated goods or services may be eligible as an in-kind contribution if they are essential to a project's success; would otherwise be purchased and paid for by the recipient; can be measured at fair market value at the date of contribution (i.e. fair value could be determined in relation to the purchase of similar goods and services). The CAPF will recognize only rendered services that are professional in nature and will not reimburse these services within the financial contribution allocation. The budget submitted must show in-kind revenues equal to the value of the in-kind expenses.

## **2.5 Ineligible Activities and Expenses**

- book fairs, galas and competitions;
- self-presentation activities (contact the Canada Council for the Arts);
- creation or production activities (contact the Canada Council for the Arts);
- tours within or outside Canada (contact the Canada Council for the Arts);
- infrastructure projects (see the Canada Cultural Spaces Fund);
- purchase of specialized equipment (see the Canada Cultural Spaces Fund);
- activities specifically celebrating Canada Day, July 1, National Aboriginal Day, June 21, Saint-Jean-Baptiste Day, June 24 or Canadian Multiculturalism Day, June 27 (see the Celebrate Canada! program);
- festivals and activities that receive financial support under the Building Communities through Arts and Heritage program;
- deficit reduction plans;
- feasibility studies;
- receptions and hospitality;
- literary reading series; and
- film, video and media arts series.

## **3. Assessment Process and Criteria**

### **3.1 Assessment Process**

Applications are received and processed by the regional offices of the Department of Canadian Heritage and analyzed for eligibility. All eligible applications are assessed using national standard criteria which take into account the CAPF objective and the past performance of the organization. Site visits may be undertaken by the program staff.

Applications are compared with other applications from the same region and prioritized in relation to the funds available. Each region takes into consideration the variety and

amount of professional artistic activity available within the region when prioritizing applications.

The assessment process is competitive within a program with limited resources. An eligible organization that submits an application is not guaranteed funding from the CAPF.

### **3.2 Assessment Criteria**

#### **A. Relevance of Programming (30%)**

- clear alignment between the organization's mandate, artistic vision, the proposed programming and the CAPF objective;
- contribution to a variety of professional artistic choices for Canadians as demonstrated through previous presentations and proposed activities; and
- demonstration of the particular role the organization plays within the local, regional and, if applicable, national and international ecology of professional arts presentation.

#### **B. Impact on Audiences, Artists, and Communities (40%)**

- capacity to retain, expand or diversify audiences and knowledge about community demographics;
- capacity to build partnerships that encourage the links between the arts and communities;
- conditions and opportunities offered to professional artists; and
- appropriateness of the marketing and communication plan (which includes a fair ticket policy, if applicable).

#### **C. Management and Financial Health (30%)**

- appropriate resources (financial, human) and expertise (volunteer, board, staff) to undertake the proposed activities; and
- realistic and balanced budget with diversified public and private sector funding sources and a sound financial performance record.

The program uses the following information to assess applications:

- completed CAPF General Application Form;
- completed *Schedule of Proposed Activities*;
- New Applicants Only: *Schedule of Completed Activities and Actual Results (last year completed)*;
- completed *CAPF Budget Template*;
- documents from the Checklist of the CAPF General Application Form (Part G); and
- final annual report from the last completed year.

### **3.3 Community Engagement for Professional Arts Festivals Only**

The CAPF targets funds to professional arts festivals that make a significant and demonstrable commitment to community engagement activities, which include:

- partnerships with other community-based organizations or events that support the festival's mandate;



- active outreach to schools, community centres or other venues where professional artists engage with the community;
- initiatives that reach out to specific segments of the population (i.e. youth, disabled, seniors, or underserved communities);
- programming that engages local professional artists;
- extending programming outreach to other communities; or
- programming that combines and complements paid admission events with free or low-cost events.

## 4. CAPF Requirements

### 4.1 Funding Conditions

The funding provided by the CAPF may take the form of either a contribution or a grant (see Glossary). The choice of the form of funding will be made by the program, taking into account the amount awarded, any previous funding to an organization and its past performance. The release of funds is conditional on the organization meeting the requirements outlined in the contribution or grant agreement.

**Professional Arts Festivals:** the CAPF can support up to 25% of eligible expenses, or a maximum of \$100,000 in the case of grants and \$500,000 in the case of contributions. In exceptional circumstances, support of up to \$1,000,000 may be available for festivals with total eligible expenses over \$5,000,000.

**Performing Arts Series Presenters:** the CAPF can support up to 25% of eligible expenses, or a maximum of \$100,000 in the case of grants and \$200,000 in the case of contributions.

Please note, however, that the presentation ecology varies considerably from region to region and the demands on the program are extensive; therefore, the average level of support ranges from 7% to 17%.

On rare occasions, a particular activity may be proposed in communities where residents' participation in cultural events faces unusual barriers that cannot be overcome without substantial assistance or in an artistic discipline that is underserved. In such cases and provided that the need is clearly demonstrated and validated by the program, the Department of Canadian Heritage may choose to provide an amount exceeding 25% (but not exceeding 50%) of eligible expenses. Such cases must be discussed with your regional office of the Department of Canadian Heritage.

CAPF reserves the right to target the contribution amount to specific activities.

The Department of Canadian Heritage takes no responsibility for contractual commitments entered into before confirmation of support from the Department. If you enter into such commitments, you do so at your own risk. Any project expenses incurred before your application is received by the Department are not reimbursable.

An organization must complete the activity for which it received funding. Organizations must

contact the regional office of the Department of Canadian Heritage if they wish to make substantial changes to the activity.

If an organization cancels or significantly scales down the activity for which it received funding from the CAPF, the organization must reimburse all or part of the amount received at the request of the program.

### **Stacking Limit**

Some eligible expenses under the CAPF may receive funding from other government sources (federal, provincial/territorial and municipal). The combination of financial assistance received from the CAPF and other government sources cannot exceed 90% of the total eligible expenses.

## **4.2 Submitting an Application**

An organization that wishes to submit an application for the first time must contact a regional office of the Department of Canadian Heritage to verify whether it and its activities are eligible.

For a list of regional offices, please visit the Department of Canadian Heritage's website: [www.pch.gc.ca](http://www.pch.gc.ca) under "Contact Us".

The application form is available at regional offices or can be downloaded from the Department of Canadian Heritage's website: [www.pch.gc.ca](http://www.pch.gc.ca) under "Funding".

The decision by the Department of Canadian Heritage to provide or refuse funding to an organization under the CAPF is not subject to an appeal.

An organization receiving CAPF funding may receive an amount that is less than its original request.

An organization receiving funding in a given year is not guaranteed funding for subsequent years by the Department of Canadian Heritage.

The Department of Canadian Heritage may solicit additional information for your application and organizations have five business days to submit the information.

## **4.3 Deadlines**

There are two application deadlines for Professional Arts Festivals and Performing Arts Series Presenters – **April 1 and October 1** – for activities which will occur after April 1 of the following year.

- April 1 is the application deadline for activities starting between April 1 and June 30 of the following year; and
- all other applicants should contact a regional office to determine which deadline is appropriate for their organization's activities.

To be considered, applications must be duly completed, signed and accompanied by all required documents as indicated in Part G - Document checklist of the CAPF General Application Form.

Applications must be postmarked or have a fax or email transmission date no later than the appropriate deadline indicated above and sent to the regional office of the Department of Canadian Heritage.

The means by which an organization may submit an application are: mail, courier, hand-delivered, fax or email.

Proof that an organization has respected the deadline requirements is established as follows:

- **By mail or courier:** The envelope must be postmarked no later than the application deadline.
- **Hand-delivered:** The envelope must be received and stamped in a regional office of the Department of Canadian Heritage no later than 5:00 p.m. local time on the date of the application deadline.
- **By fax or email:** The embedded "sent date" must be no later than 11:59 p.m. local time on the date of the application deadline.

When a deadline date falls on a weekend or statutory holiday, it is extended to following working day.

The CAPF can receive a complete applications before the deadline date. Applications postmarked after the deadline as well as incomplete application will not be accepted.

The Department of Canadian Heritage will send you an acknowledgement letter within 15 days of receipt of your application. If you do not receive an acknowledgment letter within that period please contact the regional office.

#### **4.4 Service Standards**

The Department of Canadian Heritage has set service standards for the timely acknowledgement of receipt of applications, funding decisions and issuance of payments. These service standards are a shared responsibility and all required documentation must be provided in a timely fashion.

For the Program's Service Standards, please visit the Department of Canadian Heritage's website: [www.pch.gc.ca](http://www.pch.gc.ca) under "Funding" or contact the program.

#### **4.5 Reporting Requirements**

An organization receiving funding from the Department of Canadian Heritage, either in the form of a contribution or a grant, must submit a final report. The requirements for the final report are specified in the contribution or grant agreement.

An organization receiving funding of \$250,000 or more per fiscal year must submit an audited financial statement or an audited financial report.

An organization receiving multi-year funding must provide a final activities report for each year of funding.

Failure to submit a final report for activities previously funded by the Department will be taken into consideration when assessing new applications, and could be cause for rejection of an application.

## **4.6 Public Acknowledgement of Financial Assistance**

All funding recipients must publicly acknowledge, in English and in French, the financial support received from the Government of Canada in all communication materials and promotional activities related to the funding agreement, such as advertising, promotional and program materials, public announcements, speeches, websites, social media, etc.

The Department's Guide on the Public Acknowledgement of Financial Assistance will assist funding recipients in complying with the requirements described in the funding agreement. The guide can be found at the Department of Canadian Heritage website: [www.pch.gc.ca](http://www.pch.gc.ca) under "Funding".

## **4.7 Access to Information**

If an access to information request is received regarding an application for financial support or any other document in the Department's possession containing information about your organization, the information provided to the Department will be treated in accordance with the [Access to Information Act](#) and the [Privacy Act](#).

## **4.8 Official Language Requirements**

English and French are the two official languages of Canada. The Government of Canada is committed to enhancing the vitality of linguistic minority communities by supporting and assisting their development and by fostering the full recognition and use of both English and French in Canadian society. Organizations will be required to indicate how their proposed activities contribute to achieving these goals.

## **4.9 Multi-Year Funding**

The CAPF offers organizations multi-year funding agreements. Eligible organizations will be determined by the Department of Canadian Heritage and invited to submit a multi-year application. Organizations eligible for multi-year funding must, at a minimum:

- have obtained funding under the CAPF for at least two consecutive years, or for the last two editions in the case of an arts festival held every two years;
- be up to date on all reporting requirements;
- not have an accumulated deficit exceeding 15% of the expenses from its last completed fiscal year;
- be able to provide a multi-year plan, together with realistic budget projections;
- have demonstrated organizational stability and sound governance structure.

Multi-year funding is conditional on the organization's ability to demonstrate continued sound governance and delivery of its organizational mandate.

## 5. Glossary

The following definitions are specific to the CAPF.

### **Aboriginal Communities**

Aboriginal communities include First Nations, Métis and Inuit communities.

### **Admission Fee**

An amount paid by audience members in exchange for access to an arts presentation. Exceptions to this admission fee may be made when the event occurs within communities facing specific barriers to participation. If an exception applies to the applicant, it must contact a program officer to discuss the situation prior to sending an application.

### **Artistic Discipline**

An identified and recognizable area of artistic activity, known as a discipline which involves its own artistic process, vocabulary, aesthetic and history. These disciplines are known as theatre, dance, music, literary, visual and media arts, circus, others. Each of these distinct disciplines encompasses genres that further define the specificities of the artistic practice and its appreciation.

### **Artistic Experience**

Contact with artists or work in an environment that may include traditional encounters (e.g. performances) or non-traditional encounters with the artist(s) (e.g. talks, presentations of excerpts from performances in the community - at shopping malls, in parks, etc.).

### **Artistic Vision**

For a presenter organization, artistic vision lies in the presenter's perception of what could be offered in the community in order to allow both qualitative and quantitative audience development, as well as diversification of the artistic experiences available in that community.

Artistic vision assumes a capacity to imagine, develop and implement a range of programs, dynamically combining the potential of the audience and of the artistic milieu.

This vision is based on:

- knowledge of the audience, its tastes, interests and development potential;
- knowledge of the local community and other artistic experiences available;
- knowledge of the artistic milieu and the various disciplines, traditions, contemporary trends, individual creators, the circumstances and conditions for carrying out activities, and the available programming opportunities.

### **Arts Festivals**

A number of artistic events or shows organized, in one location, over a specified period of time. Festivals provide an opportunity to share, with a broad audience, experiences and customs related to a specific theme or form of cultural or artistic expression (e.g. dance, music, theatre, traditions, etc.). Festival programming is guided by a clearly articulated artistic vision. Festivals must last a minimum of three days to four weeks

(*generally*) and include the presentation of a minimum of three distinct professional works, from more than one province or territory.

### **Audience Development/Outreach**

Audience Development/Outreach is a process that may involve two stages. The first consists of identifying, informing, researching, reaching and engaging a new audience through specific promotional activities, market research, audience profiling and establishing contacts in particular sectors of the community. Once the audience has been identified and engaged, the second stage consists of building knowledge and appreciation of specific artistic disciplines or forms, presenting new artists or disciplines, and then developing the demand for such presentations. This is achieved through public discussion/lectures, pre- or post-show panel discussions, roundtable presentations, workshops open to the public, demonstrations, residencies, seminars, public rehearsals and other forms of contact with the community by professional artists programmed by the presenter in the community. All audience development/outreach activities must be directed to the general public.

### **Balanced Budget**

The organization must show that revenues equal expenses with a zero balance for the purposes of the proposed activities as presented in the *CAPF Budget Template*.

### **Cash Flow**

A presentation of all revenues and expenses at specific intervals throughout the duration of a project. At the beginning of a project, the cash flow statement will forecast revenues and expenses to help manage funds. Over time, the cash flow statement will be updated to reflect the actual revenues and expenses (final financial report).

### **Competition**

A contest or event during which participants are evaluated or judged. Note that competitions are not eligible for the CAPF.

### **Contribution**

A conditional payment to an individual or an organization for a specified purpose as outlined in a contribution agreement. A contribution is subject to being accounted for and may be subject to an independent project audit by the Department of Canadian Heritage. An organization that receives a contribution is required to submit activity reports and financial reports.

### **Contribution Agreement**

A contribution agreement is a legal document between the Department of Canadian Heritage and a recipient that defines the objectives and expected results of the project and describes the obligations of each party, including the conditions for payment.

### **Creation/Production**

Artistic work, research and production of a new, revised or repertoire artwork (e.g., play, dance, score, script, sculpture, video or installation). Creation/production activities are not eligible for the CAPF.

### **Demographics**

Demographics refer to selected population characteristics. This is understood to be in a specific geographical area, community and /or audience reach. Commonly-used

demographics include ethnicity, age, income, disabilities, educational attainment, home ownership, employment status, and location.

### **Donation (Monetary)**

A sum of money that is usually given either by an individual, a company or an organization. The recipient must have a legal charitable number and acknowledge this donation through a tax receipt.

### **Ethnocultural Communities**

A group of people whose members identify with each other, through a common heritage. For the purpose of this definition, ethnocultural communities include Canadians of diverse culture such as, but not limited to African, Arab, Asian, Latin American or mixed heritage.

### **Fair Ticketing Policy**

A ticketing policy stipulates the grounds on which the organization sets ticket prices. It can take into consideration the cost of tickets for other events, the economic situation in the region, a particular audience, charges for similar activities, etc. A presenter may also seek sponsors in order to offer an activity free of charge. The Department may decide not to support an activity if the organization's ticket pricing policy creates unfair competition for its colleagues. Exceptions may be made when the event occurs within communities facing specific barriers to participation.

### **Financial Statement**

A complete set of the applicant's financial statements, including a statement of financial position; a statement of operations; and a statement of changes in financial position. Financial statements may be audited or unaudited.

### **Grant**

A payment issued to an organization or group for a specified purpose as outlined in a grant agreement. An organization or group that receives a grant is not required to submit financial reports, but must submit a final report on activities to the Department upon project completion.

### **Grant Agreement**

A grant agreement is a legal document between the Department of Canadian Heritage and a recipient that defines the objectives and expected results of the project and the obligations of each party.

### **Guaranteed Fee**

The negotiated amount a presenter agrees to pay the professional artist or artistic organization for a performance, regardless of the number of tickets sold. This fee may include artists' fees, per diems, accommodation and travel. The presenter may also offer an additional fee in addition to the guaranteed fee.

### **In-kind Contribution**

In-kind contributions are goods or services that are donated to a project by either a third party or by the applicant. An in-kind contribution is considered a real contribution to the total cost of the proposed activities of the project but is not reimbursable by the program, as no money has changed hands. Donated goods or services may be eligible if they:  
1) are essential to the project's success, are eligible under the Program Guidelines, and

would otherwise be purchased by the recipient;  
2) can be assessed at fair market value (i.e. in relation to the purchase of similar goods and services); and  
3) are recorded in the recipient's accounting books with appropriate supporting documents.

### **Media Arts**

Arts that make use of film processes, video and audio techniques, new media, or a combination of any of these.

### **Official-language minority communities**

The official-language minority communities are the Anglophone communities residing in Quebec and the Francophone communities residing outside of Quebec.

### **Partnerships**

Partnerships usually support programming or audience development goals. They are considered strategic alliances made with other presenters, not-for-profit arts and community organizations and/or educational institutions in which resources, material, and/ or labour, are shared to realize organizational presenting goals. Partners may include peer organizations that have access to different markets or may be interested in merging programs to increase and widen audience reach and share expenses.

### **Performing Arts**

Includes the entire range of genres (traditional, contemporary, avant-garde, classical, street, etc.) associated with all the live art disciplines: dance, theatre, music, performance art, spoken word, circus, comedy.

### **Performing Arts Series**

A series of at least three performing arts presentations grouping performances over a season. A season may focus on a single artistic discipline or may cover a number of them. Choices are guided by a clearly defined artistic vision.

### **Presenter-Support Organization**

Organization that organizes activities and offers services to its members and directly furthers the interests of presenters, artists and other artistic organizations, through activities associated with the delivery of professional services.

### **Professional Artist**

Artist who has specialized training in the field (not necessarily in academic institutions), who is recognized by his or her peers (artists working in the same artistic tradition), who is committed to devoting more time to the artistic activity, if financially feasible, and who has a history of public presentation.

### **Professional Arts Presenter**

For the purposes of the CAPF, professional arts presenters select the artistic programming for public presentation in their community based on an artistic vision. They purchase performances and other artistic activities created by professional artists, groups and companies; and they are responsible for paying a guaranteed fee to the producer for each presentation. They provide the venue and supply the technical and promotional support. Presenters may also organize audience development and/or outreach in support of their artistic programming. They have a thorough knowledge of



the audiences in their communities, of the professional arts community and of the various networks that support both the artists and the presenters.

**Retention**

Ability of the presenter to keep the interest of past audiences by the continued effort of offering them quality programming.

**Self-Presentation**

Assumption by professional artists or artistic organizations of the financial risks related to presentation of their own programs, with ticket revenues going to them. The artist/organization usually takes responsibility for administrative, technical and promotional aspects. Self-presentation activities are not eligible for the CAPF.

**Sponsorship**

To sponsor something is to support an event, activity, person or organization by providing money or other resources in exchange for access to an audience.

**Volunteer**

An individual working on behalf of others without receiving financial or material gain.