



BC SQUARE & ROUND DANCE FEDERATION
Financial Resources Application
CLASS ADVERTISING GRANT

CLASS ADVERTISING GRANT

When is this grant offered? Post-COVID-19 Pandemic. Clubs are encouraged to submit their applications at the earliest date possible for the committee to pre-approve. Payment of monies will follow as soon as possible after the date that regular square dancing has been deemed to be safe to restart by the B.C. Public Health Office. The **Class Advertising Grant** applications will only be considered for a period of twelve months from the date that regular square dancing has been deemed to be safe to restart by the B.C. Public Health Office.

Who may apply? Member clubs planning a class to attract newcomers

Description of intended purpose of the CLASS ADVERTISING GRANT:

A one time **Class Advertising Grant** of up to a maximum of \$500 per member club is available to all current member clubs of the B.C. Square and Round Dance Federation who either are registered or who re-register with the Federation, who are planning a class to attract new dancers, and who submit an Application for the Class Advertising Grant.

The amount of the **Class Advertising Grant** to be given to each member club which submits a successful application is to be determined by the Committee, up to the maximum allowed.

Full criteria for each Applicant Club

Submit the following information to the First Vice President of the Federation in an email or hard copy sent by post. Please use point form, not prose, and please put the information in the same order as it is listed here.

- The name of the Club and whether it is Executive run, or Caller/Cuer/Leader run.
- A statement confirming that the class is only for the purpose of attracting new dancers to our activity. All class sessions will not be level of dancing above the newcomers' level.
- The name(s), phone number(s), and email address(es) of the individual(s) submitting the application must be included and the name and physical address of the treasurer of the Club.
- The name and address of the hall where the class will dance.
- The dates and time of day of the new dancer class and the number of classes proposed (e.g., Thursdays, 7 – 9 p.m. from October 7/21 to March 3/22; 20 sessions.)
- Whether this is the sole group this Club has, or is it a New Dancer Class sponsored by a parent club.
- **An advertising plan and budget must be submitted.**
That plan must include.
 - i. **the type(s) of advertising—please specify what type(s)**
 - ii. **the dates of publication or appearance or broadcasting or when print materials will be purchased – a time frame for each type of advertising in your campaign.**
 - iii. **how long (in days/weeks) or how many times the ads will appear or be heard or how many brochures will be printed and handed out, or when you will do a demo, etc.**
 - iv. **the actual costs payable and what specifically they will cover.**
 - v. **information on any free advertising you are able to get—good information we can pass on to other clubs.**
- A statement attesting that these criteria have been met:
 - The member club must have an approved restart plan to meet the directives outlined by the B.C. Public Health Office.
 - The club's restart plan must have been approved by the owner/operator of the hall where the member club is going to hold the classes.
 - The member club must have agreed to abide by the conditions of the hall's own restart plan and any additional conditions required by the owner/operator of the hall.