



***BC SQUARE & ROUND DANCE FEDERATION***

***Financial Resources Application***

***PROMOTIONS GRANT***

**PROMOTIONS GRANT** (2 pages)

**When is this grant offered?** Post-COVID-19 Pandemic. Associations 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 **Promotions 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?** Regional Dancers' Associations or combined Dancer/Caller/Cuers' Associations

**Description of intended purpose of the PROMOTIONS GRANT:**

A one time **Promotions Grant** of up to a maximum of \$5,000.00 per Regional Dancers' Association (or combined Dancer/Caller/Cuers' Association) is available to any such Association that is a member in good standing of the B.C. Square and Round Dance Federation, and which submits an application for this Grant for the purpose of advertising our activity on behalf of its member clubs who either are registered with or who re-register with the B.C. Square and Round Dance Federation prior to the date of the application.

The amount of the **Promotions Grant** to be given to each Regional Dancers' Association (or combined Dancers', Callers, Cuers' Association) which submits a successful application is to be determined by the Committee, up to the maximum allowed. The Committee may take into account the financial situation of each applying Association and encourages any Association with the financial means to supplement the Promotions Grant with additional funds so as to increase the scope and effectiveness of the advertising.

## Full criteria for each applicant Regional Dancers Association

**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 Association plus the names, phone numbers, and email addresses of the individuals submitting the application must be included and the name and physical address of the Treasurer of the Association
- **An advertising plan and budget must be submitted.**  
That plan must include.
  - the type(s) of advertising—please specify what type(s)
  - 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.
  - 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.
  - the actual costs payable and what specifically they will cover.
  - information on any free advertising you are able to get—good information we can pass on to other clubs.
- A statement attesting that the applying Association has satisfied itself that before they advertise a club's activities these criteria have been met by that club:
  - The qualifying clubs who are members of the Regional Dancers Association must each have approved restart plans to meet the directives outlined by the B.C. Public Health Office,
  - The clubs' plans must have been approved by the owners/operators of the halls where the member clubs dance,
  - The member clubs must have agreed to abide by the hall's own restart plan and any additional conditions required by the owners/operators of the halls.
- A statement attesting that for any dances being sponsored by the Association, before they advertise any of these dances, the following criteria have been met:
  - The Association has an approved COVID-19 safety plan to meet the directives outlined by the B.C. Public Health Office,
  - The Association's plan has been approved by the owners/operators of the hall(s) where the dance(s) will be held.
  - The Association has agreed to abide by the hall's/halls' own COVID-19 safety plan(s) and any additional conditions required by the owners/operators of the hall(s)