

## **APPLICATION GUIDELINES AND EVALUATION**

The CANCOM funding infrastructure is designed to stream resources for development and creation of Canadian comedy IP made by independent Canadian comedians and comedy troupes.

Comedians will have access to grants for financial and promotional support for the planning, development, writing and performance of original comedy content for presentation and distribution on the global digital media market.

### **Deadline for application and notification of results**

Applications must be received by the CANCOM Selection Committee prior to 11:59pm, November 21<sup>st</sup>, 2021

It is the intent that funding decisions are made by the Selection Committee three to six weeks after the deadline for applying has passed.

### **Grant Amounts**

Up to \$2,000.

Once approved, funding is payable as a single lump sum of the total grant being assigned by CANCOM to your project.

### **Who can apply?**

Canadian comedians, including sketch, improv and stand-up comedians living in Canada, or abroad.

### **What can you apply for?**

Video or audio-only content in an independent project, or in support of a larger project you are developing.

Types of content that are eligible for this specific pilot program:

1. Performance for an in-person audience that's recorded for digital broadcast at a later date.  
(e.g. A show at a comedy club/theatre for a live audience that you record and upload to your social media channels).
2. Performance for an in-person audience that's livestreamed online for a digital audience, plus, recorded for rebroadcast at a later date.

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(e.g. An improv show at a theatre venue that you livestream and post again later on your social media channels).

3. Performance in-studio, or in-the-field that's recorded and digitally broadcast at a later date.

(e.g. A sketch show, or Web Series that you record on set in a studio or on location, edit, and upload to your social media channels).

4. Performance on set in-studio, or in-the-field that's livestreamed online for a digital audience, plus, recorded for rebroadcast at a later date.

(e.g. A show that's livestreamed for a digital audience only, and posted for rebroadcast or on-demand again later on your social media channels).

**All applicants must:**

-Have a CANCOM Membership profile. There is no fee for registering as a CANCOM Member. If applying as a troupe/duo, all individuals in the troupe/duo must have a CANCOM Membership.

-Create an onVIVA Video Network Artist Profile. There is no fee for creating an onVIVA profile. If applying as a troupe/duo, the artists can create a single onVIVA profile.

-Be a Canadian citizen or Permanent Resident of Canada; and have been a resident in Canada for at least one year as of the date of the application, (or, if relevant, a Canadian corporation for which the applicant is a shareholder).

-Acknowledge reading and agreeing to the CANCOM Respectful Workplace Agreement.

-Identify that the copyright of the project IP originates with them as the creator and is owned, optioned, or controlled by the applicant(s), including all rights, title, interest and underlying rights for developing, producing and exploiting the project on the global market; or, if the IP ownership and underlying rights are shared, list all other relevant stakeholders on the application.

**All successful grant recipients must:**

-Premiere the content funded by the CANCOM grant on their onVIVA profile page exclusively for 90 days, but will be able to present and distribute their content in any medium or on any platform after its 90-day premiere broadcast period.

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-Promote the premiere broadcast of their content on their onVIVA profile page through their other social media or marketing channels.

-Satisfy any relevant industry and government health and safety standards and protocols, especially regarding COVID-19 and variants, when producing and performing the project associated with the CANCOM grant.

-Where relevant, obtain any licence fee and meet the Canadian Audio-Visual Certification Office (CAVCO) and CRTC definition of being Canadian.

**All applicants:**

-Own their content (100%) and its publishing rights.

-May present and distribute their content in any medium or on any platform after its 90-day premiere broadcast on the onVIVA Video Network.

-May freely enter into any agreement with third parties in association with their content.

**Other Application and Evaluation Details:**

The Peer Assessors will all be comedy artists either employed by CANCOM, working as independent subcontractors for CANCOM, providing their input for an honorarium, or volunteering for CANCOM.

Peer Assessors are not eligible to apply, or be associated with an application or its outcome, in any CANCOM grant program for which they are evaluating applications.

The criteria for approval of grants by CANCOM are inspired by the quality of the project, the opportunity for artistic growth of the applicants, and how it promotes Canadian production, investment and ownership of IP by independent Canadian comedy artists.

CANCOM is focused on comedy artist development and creating a large talent pool, so projects will not be discounted based exclusively on an absence of existing credits and/or experience.

Applicants who will be, or are under review for, receiving funds from another industry funding program, or public funding grant program at the time and during the lifespan of the submitted project proposal to CANCOM, must report this information to CANCOM in their application.

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All Applicants who receive CANCOM funding receive a post-project assessment for internal purposes. This evaluation may be referred to in future assessments of the applicant(s), their partners and/or collaborators. This assessment may help determine eligibility for future submissions.

Applicants may include links to and/or one or two uploads of existing written or produced media examples of the creative work associated with the project, or its creative team. (All video clips must be under 5:00)

### **Application Process:**

There is three-stage process.

#### **1. Application Review**

Your application will be reviewed by the Selection Committee to ensure it includes the required information, meets the fundamental criteria of the program and has included the proper attachments.

Should your application not satisfy the eligibility criteria and/or not include the required documentation, you will be notified no later than two days in advance of the application deadline, if possible.

#### **2. Peer Assessment**

Your application to CANCOM will be assessed by Peer Assessors, who are working Canadian comedy artists from various disciplines. They will evaluate each of the applications based on the following weighted criteria:

Project Description (50%)  
Artistic Growth (20%)  
Budget (20%)  
Marketing Plan (10%)

These scores are meant as a guideline tool to help Peer Assessors determine their recommendations for successful projects to receive grants.

#### **3. Advancement to Board for Final Approval**

The final recommendations of the Peer Assessors for the grants will be forwarded to the CANCOM Board of Directors for approval. The Board will evaluate the recommendations with attention to ensuring the list of recipients satisfies CANCOM's Constitution, By-Laws, Objectives, and program goals.

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**Grant Recipient Final Report**

**Let us know how things went so we can improve our funding programs.**

Upon conclusion of the 90-day exclusive broadcast premiere of the project's content on the onVIVA Network, each CANCOM grant recipient must submit a final report to the attention of the Selection Committee. Your final report is due within an additional 90 days.

Details in your final report should include:

-The achievements of the objectives in the Project Description, and a statement of how the grant was helpful to you and the project, as initially described in Artistic Growth.

-The extent to which the Budget was satisfied, (in terms of percent and dollars), with a final budget document.

-Audience reach and engagement on the online platform(s), as well as social media channels

**Required Information for each Application:**

**Project Name:**

This is a reference for you and the Selection Committee to identify your grant application.

**Contact Person:**

Provide the name of one contact person responsible for your application.

**Project Type:**

(Check all that apply)

Audio Only

Video

Stand-up

Sketch

Improv

Individual

Troupe/Duo

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Performance for an in-person audience  
Performance in-studio or in-the-field  
Livestreamed  
Recorded, edited and digitally broadcast at a later date

**If you identify as an underrepresented artist in Canadian comedy, how so?**  
(200 words)

**Project Description:** (750 words)

**What's your project all about, who is involved and why should it be made?**

Include information on the creative team and other key collaborators, as well as a project timeline.

Things to also consider including in this section-

Describe your project and identify your objectives in creating it. What are the artistic/comedic values it will demonstrate, and why should it be made?

These details could include the project's innovation, uniqueness and audience appeal, such as:

- creative and production values
- social engagement elements
- diversity aspects

You may also explain the digital media strategies that your project will integrate for content creation and the amplification and reach of your artistic content and profile. The strategies in your project may include:

- Live performance, (in-person/in-studio)
- Simulcast online, (livestream)
- Asynchronous broadcast at a later date; i.e. Pay-per-view (PPV), or Video-on-demand (VOD)
- Edited Segmentation (clips and promos on your Website or social channels)

**Artistic Growth:** (500 words)

**Why is this project meaningful for you?**

How will the CANCOM grant for this project support your career(s) and professional advancement? Accentuate how the team members' individual expertise and experience is complimentary to delivering the project, including knowledge-sharing amongst your team members, or key collaborators.

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Highlight the pathways for talent development in terms of diversity, parity, accessibility and distinct voices. If applicable, also provide information about the safety of working conditions.

**Marketing Plan:** (250 words)

**How are you going to let people know about your project and engage them?**

Identify your project's target market/audience. What is your strategy for making the project discoverable to this audience in digital media? Even with a small budget, your strategy may include:

- Graphic design
- An advertising or promotional spend
- A new Website or update
- Creative concepts for online/social media engagement and interactivity, (such as: social media content generation, online community management and moderation, interactive games and quizzes)

How will these strategies and other opportunities enable your project to implement and track measures of success and audience response?

Include a calendar of activities related to the execution of the plan, strategic scheduling, and a breakdown of costs. CANCOM may be the sole funding resource for the project, but if there are other sources, they can be identified in the top of the budget.

**Budget:** (attached spreadsheet)

**How will you afford the scale of the project for which you're applying for a grant?**

Use the provided CANCOM Budget Template to identify expenses associated with: *Creative Team (including artist fees)*, *Marketing* and *Production*. The recommendations for weight percentage of total budget allocations for each category are only guidelines (see below). Not all line items in the budget template must have an assigned cost.

Budget Allocation Guidelines (% weight for each category)

Individual

Creative Team (40%)

Marketing (20%)

Production (40%)

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Troupe/Duo

Creative Team (60%)

Marketing (25%)

Production (15%)

CANCOM will assess the alignment between allocation of resources and the plan, including any additional resources, to ensure the project budget is of manageable scope.

The CANCOM Grant can account for all, most, or part of your overall project budget.

In addition to performers and writers, your project budget may include fees for specialists or expenses related to:

- Producers
- Editors
- Digital Media Specialist
- Digital/Social Media Platforms and Promotion
- Advertising
- Graphic Design
- Website Design
- Online Studio and Platform
- Technical Equipment and Software
- Internet Connectivity
- Venues and Studio rentals