**Grant by British Council**

**Pre-event**

1. **About applicant:**

|  |  |
| --- | --- |
| Applicant Name |  |
| Applicant Organisation |  |
| Applicant Address |  |
| Applicant Email |  |
| Applicant Phone number |  |
| UK based artists/creative professionals’ Name |  |

1. **About the host organisation:**

|  |  |
| --- | --- |
| Brief introduction about your organisation [2-3 paragraphs] | * *Brief history (1-2 sentences)* * *Key business area and recent achievements (1-2 sentences)* * *Main source of budget/funding* * *Your target audience/client/customer* * *Your funders/partners* |
| What type of entity is the host organisation?   * Civil society organisation * Corporate * Educational * Foreign government * UK government (HMG) * Supranational agency * Trust/Foundation * Individual philanthropist * Non-governmental organisation (NGO) * Media * Individual consultant/sole trader * Art/culture organisation (public) * Art/culture organisation (private) * Artist & creative professional (individual) * Other (please explain) |  |
| What is the main purpose of your organisation? [bullet points] | *What is your organisation aiming to achieve?* |
| Official Website link |  |
| Recent key press release within two years that the British Council can refer [up to three News links] |  |

1. **About the project/event/activity:**

|  |  |
| --- | --- |
| Event description [3-4 paragraphs] | * *Summary of past events (1-2 sentences)* * *Outline of the event including event title, venue, dates, budget, source of budget, key funder/partner, target audience* |
| Event timeline |  |
| UK based artists/creative professionals’ description | * *Information about UK artists/creative professionals including their base such as London, England, Scotland etc. (2-3 sentences)* * *Activities with UK artists/creative professionals in Korea such as exhibition, concert, workshop etc.* * *Budget involved* |
| Have the UK based artists showcased in Korea before?  If yes, please give us the details [bullet points] | * *Name of the event: Month/Year* |
| Promotion Plan (channels, links, timing, target audience)  [bullet points] | *[Example]*   * *Target audience: mainly 20s – 30s* * *Event website (link): Jul – Aug 2023* * *Instagram (link): Aug 2023* * *Press release in Jul 2023* |
| Impact estimated | * *Visitor number expected* * *Other outcomes expected*   *[Example]*  *UK artists can show their works XX*  *Creative professionals from Korea and the UK can deepen their mutual understanding on XX* |
| What will be the mutual benefits for your organisation and British Council from this event? [bullet points] | *What is your organisation offering British Council and what does your organisation expect from British Council?*  *[Example]*   * *Strengthening the network between UK and Korea arts professionals* * *Showcasing the UK arts in Korea* |

**Post-event**

***(참고용) 선정된 기관이 모든 활동 종료 후 제출해야 하는 보고서에 포함할 내용입니다.***

1. **Report submission:** Please submit a short report within 30 days of the completion of the all event/activities.

* Actual audience/visitor number (Ticket / non-ticket)
* 3-4 images of the installation/event **related to UK artists/creative professionals**
* Images of promotional materials **having British Council logo** (banners, poster, catalogue, website, etc)
* Summary of Expenditure **related to UK artists/creative professionals** with receipts if possible
* Actual reach number from the promotion
* Summary of Press & Media coverage (screenshot of or link to news, article, broadcast, magazine, social media, YouTube, press opening, etc.)