**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.)