



2024-25 GLOBAL MARKET DEVELOPMENT FUND GUIDELINES

For the Book Industry

Deadline: May 1, 2024 by 5:00pm ET

The Ontario Creates Global Market Development Fund – Book program documentation includes:

- Ontario Creates Global Market Development Fund – Book Guidelines (this document)
- [Ontario Creates Program Policies](#)

Applicants must review ALL of the documents listed above prior to submitting an application.

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1. Introduction

The **Global Market Development Fund** provides eligible Ontario companies with funding to participate in international activities that support company growth and produce measurable business and market development results (sales, pre-sales, financing, licensing and/or rights deals, audience awareness, media coverage, partnership development, etc.). The proposed global market development plan must support the company's publishing and exploitation activities in relation to a catalogue of titles. Primary activities supported include targeted sales trips and attendance at international market events.

The Global Market Development Fund will provide up to \$15,000 capped at 50% of a participating company's eligible expenses to engage in international business and market development activities between August 1, 2024 and August 31, 2025.

NEW IN 2024: The reduced funding tier for companies earning less than \$400,000 in eligible sales revenue has been eliminated. Please keep in mind that the program is competitive, and funding amounts awarded may be smaller than the amount requested depending on the number of applications received.

Ontario Creates is committed to:

- supporting diversity and gender parity;
- providing enhanced accessibility support to people with disabilities, people who are Deaf and people who face barriers to accessing technology to complete an application; and
- fostering respectful workplaces in all the sectors and companies we support.

Please see [Program Policies](#) for important details.

2. Program Deadline

The deadline for complete submission is **Wednesday, May 1, 2024 at 5:00 pm ET**, through the Online Application Portal. Applications and documentation received after this deadline will not be considered.

Decisions will be communicated to applicants within fourteen weeks of the deadline.

3. Eligible Applicants

This program is open to export-ready book publishers. Companies must:

- have been in operation in Ontario for at least one year;
- have minimum sales revenues from Canadian-authored titles of \$20,000;
- derive more than 50% of their total sales revenues for the Company from book sales;
- have at least 50% of their titles written by authors who are neither shareholders nor owners of the publishing firm; and
- have a minimum of 6 Canadian-authored titles in print, and have at least 2 books currently signed and/or in production.

New companies and first-time applicants should contact Ontario Creates at least three weeks in advance of the deadline to determine their eligibility before submitting an application.

Companies must also meet the following requirements:

- be Ontario-based

- be Canadian-owned;
- be incorporated in Ontario or federally;
- be a private sector, for-profit company; however, Ontario Creates will consider the eligibility of a not-for-profit publisher application if the publisher is able to provide a good business case as to how/why attendance at the particular events is critical to the planned strategic growth of the company, and that the events will result in measurable business growth that can be quantified as anticipated \$ results; and
- be in good standing with Ontario Creates at the time of application submission.

Ontario Creates will only accept one application per company or associated company per fiscal year.

Up to three representatives per company, per activity will be considered. At least one of the participating representatives at each activity must be a decision maker at the executive level within the applicant company. Companies are advised to choose the individual(s) best suited to take advantage of this opportunity. To be eligible, company representatives must:

- be a full time employee or owner of the applicant company (sales agents, external consultants, etc. are ineligible);
- be Canadian citizens or landed immigrants / permanent residents;
- be Ontario residents.

Ontario Creates will consider providing support for a senior, long-term, part-time employee who has the authority to make key decisions for the company. If this is relevant for your company, please contact Ontario Creates in advance of your application to determine if the exception will be allowed.

4. Eligible Activities

Eligible activities include virtual and in-person participation in international markets and events, planned sales trips or media tours to key territories to meet with identified leads and participation in trade missions organized by industry associations and government agencies. Proposed activities must take place outside of Ontario. All activities, whether virtual or in-person, must focus on international audience and business development opportunities.

NEW IN 2024: This program will support participation in:

- [pre-approved GMD activities](#) ; and
- additional activities not included on this list (Ontario Creates permission required in advance/prior to the event)

provided the primary purpose for attending is business and/or audience development. Applicants are expected to include a list of ALL targeted activities (pre-approved and

additional activities) as part of their application and demonstrate how these activities support their overall global market development plans.

Ontario Creates reserves the right to only relate to a portion of the business and market development plan submitted by the applicant company. Attendance at an event that is primarily for professional development, training, to participate as a speaker, receive an award, etc. will not be supported through this program.

Publishers are reminded that markets and fairs applied for under the Ontario Creates Book Fund are not eligible to receive support under the Global Market Development Fund.

While companies are strongly encouraged to submit carefully considered, realistic and well-researched activity plans for the period covered by the Global Market Development Fund, Ontario Creates is open to adjustments to a participating company’s activities due to external pressures and unforeseen circumstances.

NEW IN 2024: Successful recipients do not need to notify Ontario Creates regarding changes for pre-approved activities. All other changes (to a maximum of three) must be reasonable and will require notification and permission from Ontario Creates through the OAP prior to the change.

5. Eligible Expenditures

NEW IN 2024: Companies should complete the [GMD Activity Calculator](#) to calculate the amount of their request based on eligible costs in the table below. Budgets are not required as part of the application. GMD requests are capped at 50% of estimated eligible expenses; the GMD Worksheet is a tool to help calculate these costs. It is the responsibility of the applicant to ensure that their request is accurate and reflects the planned activities and spending levels. Consistent underspends in the program may result in reduced contributions in subsequent years.

Event Costs	Registration and booth/exhibitor expenses. (Virtual and In-person)
Travel Costs	<p>NEW IN 2024: Ontario Creates has established benchmarks based on geographic region. These amounts are for round-trip travel for one person:</p> <ul style="list-style-type: none"> • North America, Central America, or the Caribbean - C\$1,000 • Europe – C\$2,000 • South America, Middle East, or Asia – C\$2,000 • Australia or Oceania - \$2,500 • Africa – C\$3,000 <p>All travel must originate in Ontario, unless approved otherwise by Ontario Creates. (In-person)</p>

Accommodation Costs	NEW IN 2024: Hotel expenses are capped at \$600/night and should be at moderate rates that reflect the average per destination/activity. Ontario Creates will relate to accommodation expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. (In-person)
Per Diems	Capped at C\$100/day. Including daily meals and incidentals. Ontario Creates will relate to per diem expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. (In-person)
Marketing Materials	Design, production and shipping material specifically created for the proposed activities. Acceptable marketing materials include activity-specific printed catalogs, event program advertisements, postcards, flyers/one sheets, product samples and demos. Capped at 30% of the total costs. (Virtual and In-person)

For budgeting purposes, Ontario Creates contributions allow arrival the day prior to and departure the day after an in-person event. Expenses for extended stays over weekends will not be eligible.

While companies may incur additional expenses that do not correspond with the categories above, the amount of the Ontario Creates contribution will be based only on the eligible expenses listed above. Expenses that are considered ineligible for the purpose of this program include:

- staff and operations costs;
- hospitality and entertainment costs;
- core business costs such as design and printing of business cards and standard catalogs;
- communications costs such as, mobile phone rental and fees, long distance fees, etc.;
- costs associated with ineligible company representatives and additional representatives over and above the cap for this program;
- individual travel insurance related to business travel;
- additional expenses incurred due to public health-related measures; and
- additional support – costs covered in full or in part by a third party such as a festival or market place (e.g., registration, accommodation, airfare) are not eligible for inclusion in the Ontario Creates Global Market Development Fund budget. The balance of uncovered costs, if any, will be considered as an eligible expenditure.

In addition, applicant companies that are receiving support for a specific activity through another Ontario Creates program are not eligible to receive additional support through the Global Market Development Fund for the same activity.

Companies are advised that if they are participating in activities that are supported by federal government agencies, regional or municipal funding bodies or other third party organizations, expenses financed by those organizations may not be eligible for support through the Ontario Creates Global Market Development Fund. If you are unsure of how your participation in such activities affects you, please contact the program consultant for clarification.

All eligible expenses must be reasonable and appropriate in the opinion of Ontario Creates. A cost report is required on conclusion of the program and Ontario Creates reserves the right to spot audit the cost report and review receipts. Participants must retain all necessary receipts for this purpose.

6. Application Process

Applicants must submit their applications electronically through the Online Application Portal (OAP) at <https://apply.ontariocreates.ca/>. A list of required application materials is outlined in the application form on the OAP.

7. Decision Criteria and Evaluation

Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support and reflect diversity and gender parity in Ontario are expected to tangibly demonstrate a genuine and sustained commitment to these equity-deserving communities. Ontario Creates may identify particular underrepresented communities within a particular sector. The provincial definition of diversity states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Applications will be assessed according to the following criteria:

Criteria	Weighting	Considerations may include
Track Record	30%	<ul style="list-style-type: none"> • global market readiness • prior results and success in international markets • previous performance in Ontario Creates programs • diversity among senior leadership, staff or contract employees, particularly equity-deserving communities within the book industry

		<ul style="list-style-type: none"> company policies and/or initiatives that support diversity, equity and inclusion, particularly underrepresented communities within the book industry
Business and Market Development Plan	30%	<ul style="list-style-type: none"> clarity of company's global market development plan suitability of activities for catalogue/titles suitability of activities for the Global Market Development Fund suitability of plans for activities
Impact and Results	20%	<ul style="list-style-type: none"> anticipated impact of activities on revenues, project success and company growth defined, achievable and measurable business and audience development results (sales, financing, licensing and/or publishing deals, audience awareness, media coverage, partnership development, etc.)
Strength of Catalogue/Titles	20%	<ul style="list-style-type: none"> suitability of titles for the global market readiness of titles for activities the extent to which the catalogue/titles support and reflect diversity, particularly equity-deserving voices within the book industry

Applications will be reviewed and evaluated by Ontario Creates staff. This is a competitive process and only those applications that best meet the requirements of the program will be accepted. Funding allocations will be proportional to the number of applications received. Applicants may receive less than requested to ensure that all companies have an opportunity to receive support through this program. Failure to achieve targeted results in previously funded cycles may be taken into account in funding decisions. Previous successful applications to the Global Market Development Fund do not guarantee continued funding. Consistent underspends in previous cycles of the program may result in applicants receiving an amount lower than their request.

8. Successful Applicants and Participant Obligations

Successful applicants will receive funding during the course of their activities, triggered by pre-determined deliverables as follows:

- 60% on execution of the Ontario Creates agreement;
- 40% on delivery of a satisfactory final report and all deliverables outlined in the agreement

Applicants will be required to provide a cost report summarizing total spending as part of their final report. The amount of Ontario Creates' contribution is based on the actual

spend and the final payment may be adjusted accordingly. Participating companies are responsible for making all arrangements for travel, registration, and accommodation as required.

- Payments – The payment schedule will be determined by a company’s schedule of activities. Payments will be tied to reporting requirements which include delivery of an interim report at approximately the halfway point and a final report on conclusion of the program.
- Reporting – Interim, final and follow-up reports must include an assessment of business and market development results to date and a comparison of actual results with those proposed in the participating company’s application package. Further report criteria will be outlined in the Ontario Creates agreement. A follow-up report may be required six months to one year after the conclusion of the program that summarizes results of your company’s export development activities. This report is not tied to a payment, but failure to respond to requests for this report may have an impact on a company’s eligibility to receive further support from Ontario Creates programs.
- Strategic Support – In appropriate situations, Ontario Creates may provide strategic support related to key industry events to supplement the funding provided through this program. Strategic support may take the form of access to an industry consultant to provide targeted advice to participating companies, pre-event briefing sessions, networking opportunities during an event, etc. The decision to provide strategic support will be made by Ontario Creates and will be based on the number of Ontario companies attending a specific event, the assessed need for strategic support and the level of interest in these activities.
- Accessibility - Successful applicants with disabilities and who are Deaf may be eligible for supplementary funds for accessibility expenses required to complete their project deliverables.

9. More Information

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Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario’s creative industries including the music, book, magazine, film, television and interactive digital media sectors.
ontariocreates.ca