

# Guidelines Brabant C application

## *(Inter)national projects* version 3 June 2019

Brabant C funds arts and culture projects on a national and international level that put Brabant on the map. Investments from Brabant C sustainably strengthen the culture system and contribute towards renewed funding in culture. Brabant C funds two types of projects: development projects and (inter)national projects.

### (Inter)national projects

Projects on a national or international level are aligned with Brabant's profile and ambition and put the culture of Brabant on the map, also beyond the province itself. Existing organisations and initiatives can apply to Brabant C with a project to realise their international ambitions and evolve to the next level. Founders of new projects that are of international allure (i.e. top-level) can also apply for funding of a national or international project.

### Funding possibilities

Brabant C funds up to 30% of the total project budget. The minimum amount that can be requested from Brabant C for a project of at least national interest is 65,000 euros. The upper funding limit for these projects is 2,525,000 euros in 2019.

Brabant C offers the funding in the form of:

- A loan
- A combination of loan (minimum 25%) and grant (maximum 75%).
- Sponsorship

The most appropriate form of funding will be determined on the back of the fundamental question: is a capacity for repayment anticipated? In this, not only will the project budget be taken into account, but a logical assessment of the expectations will also be made.

Some sectors in fact offer more capacity for repayment than others. In the case of modest financial returns yet significant cultural or societal impact, the repayment component will be legitimately lower.

### **Application process**

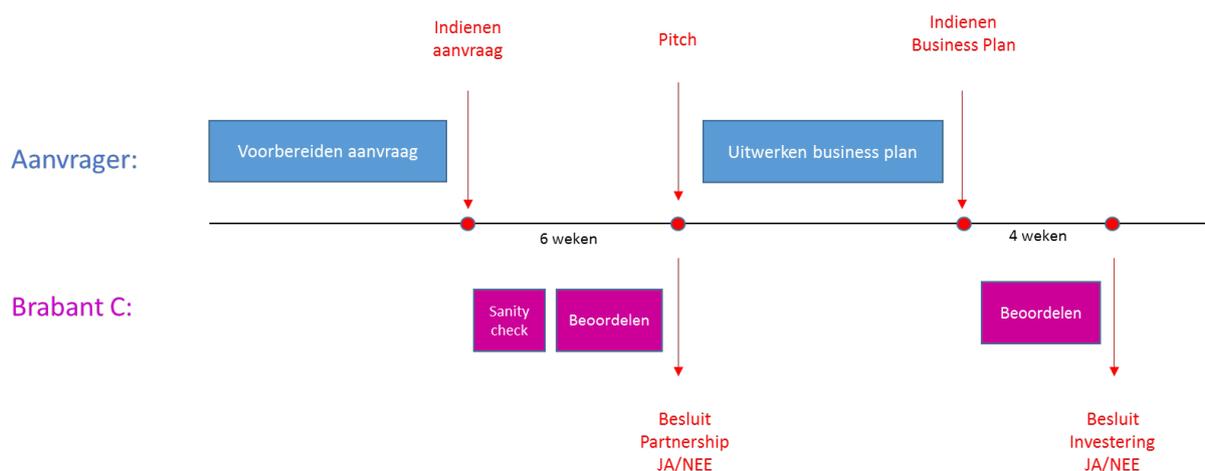
Creating a solid business case takes time. Which is why Brabant C takes its decision on funding applications for (inter)national projects in two stages. In an initial stage, Brabant C makes a decision on the partnership: is this project aligned with the mission and objectives of Brabant C? The documents required to accompany the application should offer clear insight into the plans and results on an artistic and financial level, but do not need to be detailed at this stage. The application process involves two separate decisions:

#### 1. Partnership decision

The decision as to whether the (inter)national project is aligned with Brabant C will be made following the pitch. If the decision is positive, the applicant will be asked to produce a business plan according to the guidelines described in the investment regulations. The decision will also include any further requirements that the business plan should satisfy. Brabant C can provide guidance on this if required.

#### 2. Investment decision

Once the applicant has submitted the business plan, the decision regarding the allocation of funding will follow. A graphical representation of this process can be found below:



### Application requirements

This document describes the requirements pertaining to 'application preparation' in the diagram above. This document describes the way in which an application should be submitted and which details are required for that. Only those applications that have been submitted strictly according to the guidelines below will be reviewed. This ensures that Brabant C has to hand the information necessary in order to assess the application.

An application consists of:

1. Project plan
2. Description of the team and stakeholders
3. Budget
4. CVs
5. Extract from the Chamber of Commerce register
6. Bank declaration
7. Declaration of no financial difficulties
8. Fully completed application form

#### 1. Project plan (maximum 8 A4s)

The project plan offers a description of the project. As a minimum, this should cover:

- A description of the project (for which the Brabant C funding application is being submitted) and the objective (as SMART as possible)
- Reason and interest of the applicant
- Description of the artistic vision
- General outline of commercial strategy. Describe the strategy for achieving the commercial objectives: generating income/revenue model, achieving audience reach, engaging partners. If the marketing strategy has already been determined, this can also be described in broad terms.
- General outline of milestone planning
- Provide an overall picture of how the activity will continue once the project period with Brabant C is concluded.

NB: a detailed marketing plan and marketing strategy, stakeholder analysis and risk analysis follow in the business plan.

## 2. Description of team and stakeholders (maximum 3 A4s)

Use this document to describe the team, key partners and other stakeholders involved in this project. This description should as a minimum offer insight into:

- The team who will deliver the project (key players).
- Legal structure
- Key collaborators (including a description of the nature of the collaboration)
- Key stakeholders (including the way in which you plan to involve these stakeholders in your project). Stakeholders can be found in the following categories: public, corporate, cultural institutions and supporting organisations, other social organisations, governments.

## 3. Budget

The application should be accompanied by an overview of the budget. An overview is to say that a very detailed breakdown of cost and revenue categories is not necessary. A more detailed breakdown will follow in the business plan.

As a minimum, the budget should clearly specify the following:

- Current normal operations
- Brabant C project budget estimate, per year (if multi-year)
- Balanced funding plan, per year, including the necessary Brabant C funding, per year
- Overall picture for the period after Brabant C
- Explanation of the budget, specifically detailing the revenue streams and earning opportunities leading to the anticipated development of repayment capacity.

If VAT is deductible for this project, then the budget should be drawn up exclusive of VAT. If VAT is not deductible for this project, then the budget should be drawn up inclusive of VAT.

If Brabant C accepts the application, one of the conditions is the performance of an audience survey. The costs for this may be allocated in the budget. For projects applying for 125,000 euros or more, Brabant C requests an [auditor's report](#) with the final report, including an opinion on regularity. These costs may also be included in the budget.

### Hourly rates

When calculating eligible hourly rates, apply one of calculation methods in relevant regulations: [Regeling uniforme kostenbegrippen en berekeningswijzen subsidies Noord-Brabant](#). One of the calculation methods is based on a fixed flat hourly rate. The standard hourly rate for personnel hours and working hours is €50 based on the above-mentioned regulation.

### Depreciation

For the depreciation of tangible durable goods up to five years old, a maximum of 20% of depreciation per year may be budgeted for. For software up to three years old, a maximum of 33.33% of depreciation per year may be budgeted for.

#### **4. CVs (maximum 2 A4s per person)**

The CVs of those persons ultimately commercially responsible and responsible for content, describing relevant education and work experience (of relevance to the project). Other personal details may be excluded.

#### **5. Extract from the Chamber of Commerce register**

Submit an up-to-date extract from the Chamber of Commerce for the legal entity submitting the application. The extract should not be older than three months.

#### **6. Bank declaration**

Submit a bank statement showing the name of the account holder under which the account number is held. This may be a specific document issued by the bank or a bank statement (figures can be concealed).

#### **7. Declaration of no financial difficulties**

If the applicant faces financial difficulties, this represents sufficient grounds for refusing funding. Complete the no financial difficulties form to declare that you as applicant are not facing financial difficulties.

#### **8. Fully completed application form**

In the first section of the application form, you will enter the general information and financial details of the project and the legal entity. In the second section, you will substantiate the criteria (max. 4,000 characters per criterion) that apply to 'projects of at least national interest' as specified in the Brabant C Fund Funding Regulations.

#### **Submitting application via digital form**

This link <http://www.brabantc.nl/aanvraagprocedure/> will take you to the digital form that should be used to submit your application. Please use the same account used for the intake form. You will have the option to prepare a draft version of the application and save it in stages before submitting. Applications should be formally submitted and admissible no later than 16 weeks prior to commencement of the project. The time required to render the application admissible is counted in the 16-week period. If as a result, you fall short of the 16 weeks, Brabant C will not consider your application.

The documents requested should be submitted separately. It is not permitted to include multiple documents in a single file. Files must not exceed 10 Mb and be in doc, docx or pdf format only.

Keep your account details safe. Once your application has been submitted, all correspondence regarding your application will take place via the system.

#### **Disclosure of submitted documents**

In the interests of transparency and knowledge sharing, Brabant C will publish the project plan, descriptions of the team and stakeholders and the budget on the Brabant C website. Brabant C also always discloses the recommendation, decision, implementing arrangement, accountabilities and conclusion.

#### **Do you have any further questions regarding the submission of an application?**

Get in touch with Brabant C on 013 7508482 or at [info@brabantc.nl](mailto:info@brabantc.nl).