



Canadian Heritage Patrimoine canadien

## Canadian Culture Online



# GATEWAY FUND 2006 Call for Proposals Program and Application Guide

*(For 2006-07 Fiscal Year Funding)*

**December 12, 2005**

**Deadline for Submissions – February 10, 2006**



Canada 

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## 1. PROGRAM OBJECTIVES

The primary objectives of the Gateway Fund are to:

- Increase the amount of quality Canadian cultural content for the Internet;
- Build audiences for that content by making it easy to find on the Internet; and
- Engage Canadians to use the content and share their perspectives on Canadian events, people and values.

The Department of Canadian Heritage, through Canadian Culture Online (CCO), is launching a targeted call for proposals under this fund to increase access to diverse Canadian cultural content. This call for proposals seeks to support projects presented by and with content about Aboriginal Peoples and ethnocultural communities<sup>1</sup> in Canada.

Projects will result in cultural content for the Internet by and about these communities that is well explained, engagingly interpreted, easy to explore and of interest to the Canadian general public. **Emphasis will be placed on showcasing contemporary forms of cultural expression<sup>2</sup> created for the enjoyment and appreciation of all Canadians.**

Content created through the Gateway Fund will be made available online free of charge to all Canadians with Internet access. In addition, all projects funded could be promoted, showcased and made accessible through various governmental means, including Culture.ca at <http://www.culture.ca>, the Department of Canadian Heritage's cultural portal.

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<sup>1</sup> Ethnocultural community refers to a group of individuals who share specific racial, linguistic and cultural characteristics, common traditions and a desire to protect their cultural identity.

<sup>2</sup> A contemporary form of cultural expression refers to recently created cultural works (e.g., new media, film, video, music, literature, dance, theatre, visual arts, crafts, etc.) and/or representations of how the community(ies) currently lives and express(es) its (their) cultural identity in Canada.

## 2. ELIGIBILITY CRITERIA

Proposals must meet all of the applicant and project eligibility criteria outlined below. If your proposal does not meet these criteria, your project will not be considered for funding.

Please note that it is anticipated that more project applications will be received than can be funded under this initiative. Therefore, meeting the eligibility criteria does not guarantee funding assistance.

### A) APPLICANT ELIGIBILITY

#### *For Applicants from Aboriginal Communities*

- Applicants must be a Canadian not-for-profit organization or association incorporated under Part II of the *Canada Business Corporations Act* or under corresponding provincial or territorial legislation, or a First Nation (band or tribal council), Métis settlement or Inuit equivalent government. The applicant's main role must be to serve one or more Aboriginal communities and it must be active in promoting the culture of that (those) community(ies).

#### *For Applicants from Ethnocultural Communities*

- Applicants must be a Canadian not-for-profit organization or association incorporated under Part II of the *Canada Business Corporations Act* or under corresponding provincial or territorial legislation whose main role is to serve one or more ethnocultural communities and that is active in promoting the culture of that (those) community(ies).

The following are not eligible applicants to the Gateway Fund:

- **Federal or provincial/territorial government organizations and Crown corporations;**
- **Universities and colleges;** and
- **Private sector companies.** (However, private companies such as Web development companies and consultants may be involved in the project with an eligible applicant.)

**Applicants who have already received funding from CCO are eligible only if they are in compliance with contribution agreements for that funding (including all reporting requirements).**

## B) PROJECT ELIGIBILITY

To be considered eligible, all projects **must** create Internet content which:

1. Focuses on the culture of the community(ies) served by the applicant;
2. Originates from the community(ies) served by the applicant;
3. Is suitable for presentation in at least one of Canada's official languages on a new or existing Web site; and
4. Is available at no cost to all Canadians via the Internet.

Acceptable content areas for this round of funding include, but are not limited to the following:

- Contemporary cultural expression (e.g., recently-created cultural works in new media, film, video, music, literature, dance, visual arts, theatre, crafts, etc.) and/or representations of how the community(ies) currently live(s) and express(es) its (their) cultural identity in Canada;
- Cultural E-zine (online magazine) or other online periodicals;
- Cultural information related to festivals;
- Preservation of aboriginal languages; and
- Cultural traditions and story-telling.

Some examples of online cultural content as reflected in previous projects funded by CCO may be found at [http://www.pch.gc.ca/progs/pcce-ccop/reacc/index\\_e.cfm](http://www.pch.gc.ca/progs/pcce-ccop/reacc/index_e.cfm).

## C) APPLICATION DEADLINE

Interested organizations are invited to submit proposals, which will contain the appropriate information and documentation for the proposed project.

Proposals must be sent to CCO by regular mail or courier and postmarked **no later than February 10, 2006** to the address below.

Attn: Gateway Fund 2006-07 Call for Proposals  
Canadian Culture Online  
25 Eddy St., 3<sup>rd</sup> Floor, 25-3-V  
Gatineau, Quebec K1A 0M5

### 3. PROJECT FUNDING AND TIMELINE

#### A) MAXIMUM FUNDING

The total maximum contribution to any single project funded through the Gateway Fund cannot exceed **\$50,000**.

#### B) TIMELINE

The project work plan must demonstrate that the project will be completed by March 31, 2007. Expenses incurred after this date **will not** be reimbursed by CCO.

#### C) APPLICANT CONTRIBUTION TO THE PROJECT

The Gateway Fund is a cost-shared program. Applicants will be expected to make cash and/or in-kind contributions to their project. A **minimum of 25%** of the eligible costs that are required to complete the project must be contributed by the applicant, their partners or other revenue sources.

Contributions toward project costs may be in the form of in-kind donations to the project, so long as an actual expense of that value would have been otherwise incurred to complete the project. **(The term "in-kind" means any non-monetary good or service provided by an interested party without any expectation of reciprocal favourable treatment).**

To be considered an eligible in-kind contribution, the otherwise incurred expense **must be**:

- Essential to the project's success;
- Eligible under the program's terms and conditions; and
- Otherwise would have to be purchased and paid for by the applicant.

**In addition, for in-kind contributions to be deemed eligible by the program, the fair market value must be well documented.** Fair market value is a realistic expression of value. Reimbursements made through the Gateway Fund can only be applied toward cash expenditures and transactions. Therefore, should eligible in-kind contributions cover more than 25% of revenue requirements, the Gateway Fund will only reimburse actual eligible cash expenditures of the project (up to a maximum of 75%).

**Recipients are responsible for ensuring that their Web content is available online for a minimum of three years. Hosting costs after March 31, 2007, are the sole responsibility of the recipient.**

## **4. ASSESSMENT PROCESS AND CRITERIA**

### **A) PROCESS**

Each application will go through an initial screening by CCO to determine the eligibility of the applicant and the overall proposal. Only those project proposals which demonstrate that all the eligibility requirements have been met, and for which all related documentation has been submitted, will proceed to the next stage of consideration for financial support.

A Program Advisory Committee (PAC), comprised of external experts involved in cultural expression in Aboriginal and ethnocultural communities, will evaluate all eligible project proposals, based on the criteria listed on the chart in Section 4 B). CCO will conduct an in-depth review and analysis for all eligible project proposals.

Based on a thorough review of this assessment and available funds, the Department will make the final decision to approve or reject project proposals. Decisions will be communicated to the applicant in writing.

The Department reserves the right to propose modifications to any portion of an application and to request additional information at any point during the assessment process.

## B) CRITERIA

The assessment will be based on the degree to which the project proposal demonstrates that:

Category	Criteria
<b>A) Quality of the project, content and creative use of technology</b>	<ul style="list-style-type: none"><li>• The project addresses the needs and interests of the aboriginal or ethnocultural community(ies) represented by the application;</li><li>• The content presents the culture of the community(ies) in a compelling way, and includes themes and topics that are of interest to the Canadian general public;</li><li>• The content is unique and does not duplicate existing content from other sources available online;</li><li>• The content is a contemporary form of cultural expression or is a contemporary interpretation of traditional cultural content (i.e., it reflects how the community(ies) currently express(es) its (their) cultural identity in Canada); and</li><li>• The Web site design incorporates interactive features in a creative and innovative way to present content which will provide an engaging Internet experience for users.</li></ul>
<b>B) Target audience and marketing plan</b>	<ul style="list-style-type: none"><li>• The target audiences have been identified, and appropriate marketing activities are planned to reach the target audiences; and</li><li>• If the project is targeting a youth audience, youth <b>must</b> be involved in content development and/or production);</li></ul>
<b>C) Project structure and management capacity</b>	<ul style="list-style-type: none"><li>• The organization has the capacity to carry out the project successfully;</li><li>• The proposed work plan, timeline and budget are reasonable and relevant; and</li><li>• The plan for ongoing sustainability for the Web site is well laid out and feasible.</li></ul>
<b>D) Technology components and strategy</b>	<ul style="list-style-type: none"><li>• The technology to be used is essential to the success of the project; and</li><li>• The proposed workflow for the content creation process is well thought out and the proposed activities are essential to the success of the project.</li></ul>

In addition, if the Department of Canadian Heritage has previously funded any projects by the applicant, the results of these projects will be considered as part of the assessment process.



## 5. HOW TO PREPARE YOUR APPLICATION

Applicants are welcome to contact CCO should they wish to discuss their project and the development of an effective application before submission. (See Section 9 of this document for CCO contact information).

For background information that may help you to create and manage digital content, visit the Canadian Heritage Information Network Web site at [http://www.chin.gc.ca/English/Digital\\_Content/index.html](http://www.chin.gc.ca/English/Digital_Content/index.html).

### PROJECT DESCRIPTION

Project proposals **must** be presented according to the sections — Parts 1 to 8— indicated below. **Please ensure that all of the information requested in Parts 1 to 8 is provided, using the numbering system indicated below.**

- Keep Parts 2 to 7 of your project proposal to a **maximum of 10 typed pages** (except for the annexes requested below). **Please do not bind or staple the pages together in any way.**
- Please ensure that each section and subsection of your project proposal is clearly numbered and labelled as indicated below.
- Use a type font size of 10 points or larger and paginate your application.

To assist you in responding to Parts 2 through 7 of the application, you can download a template from the Applicant Resource Centre at [http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs\\_e.cfm](http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm). If you experience problems in downloading this document, please contact CCO. (See contact information in Section 9).

#### PART 1 – General Application Form

- a) A completed General Application Form (GAF) signed by a duly authorized representative of your organization must be provided with your project proposal (the GAF is available for download at [http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs\\_e.cfm](http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm)).

#### PART 2 – Project Overview — Maximum ½ page

- a) Provide a concise overview of your project, including the objectives and the expected outcomes.
- b) Explain how your project will help achieve the objectives of the Gateway Fund (i.e., increasing the amount of quality Canadian cultural content on the Internet, building audiences for this content, and engaging Canadians in using the content and in sharing perspectives on Canadian events, people and values).

#### PART 3 – Applicant and Project Eligibility

- a) Demonstrate clearly how your organization meets the applicant eligibility requirements (see Section 2 A).
- b) Describe how the proposed project is related to the role/objectives of your organization.
- c) Describe how the content to be created relates to the community(ies) served by your organization.

- d) Describe how the content originates from the community(ies) your organization is serving.
- e) Indicate the language(s) in which the content will be presented. *Applicants may wish (but are not required) to develop content in a language or languages relevant to the project, in addition to English and/or French.*
- f) Confirm that the content presented online will be available at no cost to Canadians.

#### **PART 4 – Content and Features of the Web Site**

- a) Summarize the nature and scope of the content to be presented, and give three (3) specific examples of content to be depicted on the site.
- b) Explain why both your organization and your community(ies) feel it is important to make the proposed content available online.
- c) Explain how the content differs from any other content on the same topic which can be found on the Internet.
- d) Describe how the content is contemporary (i.e., will it reflect how the community(ies) currently express(es) its (their) cultural identity in Canada?).
- e) Describe how the content will be presented on the Web site. Include in an annex a **storyboard or mock-up** of how the content will be presented on the Web site and a proposed menu structure.
- f) Describe any technical features that will be used to present the proposed content (sound, images, flash, etc.).

#### **PART 5 – Target Audience and Marketing Plan**

- a) Present the specific target audience for the project and explain how the project will meet the needs of that audience.
- b) Explain why you feel this content will be of interest to the Canadian general public.
- c) Outline your strategy for marketing and promoting the finished product and briefly describe all of the online and offline marketing activities that are planned in order to reach the target audience.
- d) If the project has a youth target audience, demonstrate that youth will be involved in content development and/or production.

#### **PART 6 – Project Structure and Management Capacity**

- a) Indicate whether your organization has worked on this type of project before and include examples of previous productions.
- b) Identify the individual(s) who will be leading this project and key project personnel, and briefly explain their qualifications, and why you feel that they are important to the success of your project.
- c) Elaborate how you plan to sustain this Web project once it is developed, since CCO does not cover costs for ongoing maintenance or Web hosting of funded projects.
- d) Using the template in Annex C, present the work plan for the project. Describe the specific project activities related to the major tasks, estimated dates for their completion, and personnel required. Keep in mind that the content must be posted on the Internet no later than March 31, 2007.
- e) Explain how you plan to measure the success of your project by listing the measurable indicators of performance as it is developed and once it is online (e.g., user satisfaction, focus groups, online survey and number of unique or repeat visitors, etc.).
- f) Provide a detailed description of how copyright issues have been or will be addressed.

## **PART 7 – Technology Components and Strategy**

- a) Outline step by step your proposed strategy and workflow for the content and metadata creation, testing, archiving and Web site development for the project. **Insert this information into the appropriate place in Annex C (Work plan template).**
- b) Provide a detailed list of equipment to be used for the project.

## **PART 8 – Budget**

Annexes A, B, and D contain three separate templates which will assist you in providing the required budget information. You can download electronic versions of the templates from the Applicant Resource Centre at [http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs\\_e.cfm](http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm). If you experience problems in downloading these documents, please contact CCO. (See contact information in Section 9).

- a) **Using the Budget Template provided (see Annex A)**, articulate all of the costs of each budget item in your project. An example of a completed budget template is attached for your information. Ensure that **all** expenses are well supported and justified in the budget document. If required, attach corresponding notes to the budget. Carefully consider the information contained in Section 6 A) of this document regarding eligible expenses and maximum amounts that can be reimbursed by CCO.
- b) Using the **Travel, Salaries and Contract Costs Template (see Annex B)**, clearly indicate the expenses associated with these project costs.
- c) Identify the anticipated sources of revenue for the project, and whether these are confirmed or pending using the **Revenue Source Template (Annex D)**.

## 6. ELIGIBLE EXPENSES AND BUDGET

### A) ELIGIBLE EXPENSES

The Gateway Fund provides financial assistance on a project basis and as such, funds are not available for ongoing operational support.

Eligible expenses will be reimbursed **up to 75%**. Each expense incurred will be assessed by CCO staff to determine its eligibility. **All expenses must be reasonable, well supported and justified.**

<b>Eligible expenses include, but are not limited to:</b>
<b>Research and development costs</b> such as salaries/wages and contract costs.
<b>Web site design and development costs</b> such as salaries/wages and contract costs; travel; editing and translation. Please note that all Web sites created through the Gateway Fund must reside on a server designated by the applicant. All ongoing Web site maintenance after March 31, 2007 remains the responsibility of the applicant organization and/or their partners.
<b>Marketing and communications costs</b> such as salaries/wages and contract costs, online and offline marketing activities. CCO recommends that at least 5% of the total project budget be allocated toward promoting the finished product.
<b>Equipment, hardware and software costs</b> such as photographic or recording equipment, computer hardware and software purchase and/or lease. While these purchases and/or leases are eligible, they should not represent a major share of the project costs which should be focused on creating content for the Web.

**We encourage applicants to seek the expertise of new media professionals in the development of their project.** These may include, but are not limited to, other not-for-profit cultural or heritage organizations, Web development companies, and/or technical experts/consultants.

The following items **are not considered eligible expenses** and **must not** be part of the project budget. These include:

- Ongoing Web site maintenance or updating costs after March 31, 2007;
- Various overhead costs such as ongoing operational expenses, rent, telephone, office supplies, etc.;
- Staff time not spent directly on project-related activities; and
- Hospitality expenses.

## B) PROJECT BUDGET

The project budget must be submitted in the format outlined in **Annex A**. The project budget must include a detailed list of all project costs and revenue sources, identifying the amount of funding requested, which cannot exceed 75% of the eligible expenses as identified in the previous section.

Please note that the recoverable portion of the GST is **not** an eligible expense. Applicants should indicate as a line item in the budget template the portion of the GST that can be considered eligible.

### **IMPORTANT BUDGET NOTES**

In order to clearly justify the expenses outlined in the project budget, it is necessary for each applicant to submit information regarding **salaries/wages, contract costs, travel costs** (as applicable), **marketing and communications costs, and sources of revenue**.

**A. Salaries/Wages and Contract Costs:** Salaries, wages and contract costs must be detailed and justified. Please provide the names of all staff assigned exclusively to this project and all professionals whose services you will be requiring. Identify that person's title, their functions directly related to this project, their rate of pay per hour, and the total amount to be remunerated to each person for their work on this project (for ex.: one person (give name) x 10 working days x \$160 per working day (8 hours per working day @ \$20 per hour) = \$1,600 in salaries or wages). **Itemize these costs using the template in Annex B.**

**B. Travel Costs:** All travel must be done at Economy rates and per diem expenses must not exceed applicable Treasury Board guidelines [http://www.tbs-sct.gc.ca/pubs\\_pol/hrpubs/TBM\\_113/td-dv\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp). A breakdown of all travel expenses must be shown as: number of people travelling, who and for what purpose, number of trips and total cost of travel, including per diem (meals and incidentals) and accommodations (for ex.: One person (give name) x \$300 in airfare + \$130 per diem (\$80 for hotel accommodations + \$50 for meals x 1 day) = \$430 in total travelling costs). **Itemize these costs using the template in Annex B.**

**C. Marketing and Communications Costs:** Applicants are encouraged to itemize costs for online and offline marketing and promotional activities, as well as communications campaigns.

**D. Sources of Revenue:** Applicants must identify the anticipated sources of revenue for the project, and whether these are confirmed or pending. **Itemize these costs using the template in Annex D.**

## **7. ADDITIONAL DOCUMENTATION REQUIRED FROM APPLICANTS FOLLOWING THE PROGRAM ADVISORY COMMITTEE PHASE**

Applicants whose projects have successfully passed through the Program Advisory Committee phase will be required to submit the documentation outlined below to confirm eligibility.

To simplify the initial application process, applicants are not being asked to provide this documentation with the original application due February 10, 2006. They will be required to provide it when requested by CCO, and failure to do so will mean that the application cannot be further considered.

The documents that will be required include:

- Up-to-date proof of legal status, such as not-for-profit incorporation papers, act of legislation or other documentation legally enacting the existence of the applicant organization, including by-laws and charters, as applicable;
- A motion of the board or council authorizing the organization to submit an application, and demonstrating signing authority for the individual who signs the General Application Form. If the president of the organization signs this document, a motion designating signing authority is not required;
- A listing of the current board of directors or council of the applicant organization;
- Financial statements (signed copies of audited financial statements or latest financial statements signed by two (2) board or council members);
- Letters of confirmed financial support and/or letters of intent for financial support;
- An electronic copy of the application, if available; and
- Confirmation of compliance with CCO's technical standards and guidelines. The "Technical Standards and Guidelines for CCO Funded Initiatives" document is available electronically through CCO's Applicant Resource Centre at [http://www.pch.qc.ca/progs/pcce-ccop/pubs/techGuide\\_e.cfm](http://www.pch.qc.ca/progs/pcce-ccop/pubs/techGuide_e.cfm).

## 8. CONDITIONS OF FUNDING

Successful applicants will receive a letter from the Department indicating that a contribution has been approved for their project. Recipients are then required to sign a contribution agreement, which is a legal contract outlining the responsibilities of both the Department and the recipient. The Contribution Agreement includes requirements such as project updates and interim and final reports for the project. Please see CCO's Applicant Resource Centre to view the "Sample Contribution Agreement" at [http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs\\_e.cfm](http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm).

A final report, including a final financial report for the project, will be required by May 31, 2007.

Once the project is completed, recipients must retain copies of relevant Web site usage statistics and any other relevant computer or database logs related to the project Web site and provide a summary report to the Minister, for three years following the conclusion of the project, as required in the Contribution Agreement. **In order to generate these statistics, applicants are strongly encouraged to use a Web server log analysis software program (which is an eligible expense under CCO funding).**

Recipients will be required to comply with all relevant sections of the "Technical Standards and Guidelines for Canadian Culture Online Funded Initiatives".

Funding must be used only for the purposes specified in the letter of approval and the Contribution Agreement. Any funding not used for these purposes must be returned to the Department.

## 9. CONTACT INFORMATION

For questions regarding project eligibility, submission dates or any other information on the Gateway Fund, please contact CCO.

Telephone: 1 866 900-0001 (toll free) or  
(819) 953-4817 (National Capital Region)

TTY/TDD: (819) 997-3123

Fax: (819) 994-8360

E-mail: [ccop-pcce@pch.gc.ca](mailto:ccop-pcce@pch.gc.ca)

Web site: <http://www.canadianheritage.gc.ca/ccop-pcce/>

Mailing address: Canadian Culture Online  
**Gateway Fund**  
25 Eddy Street, 3<sup>rd</sup> Floor, 25-3-V  
Gatineau, Quebec K1A 0M5





**ANNEX A — BUDGET TEMPLATE**

**Canadian Culture Online (CCO)**  
**[Insert title of project] Budget — Gateway Fund**  
*For Fiscal Year 2006-2007 (April 1, 2006, to March 31, 2007)*

Categories of Expenses	Total Project Costs			Total Project Revenues			
	Cash Cost	In-Kind Cost	Total Cost	Requested from CCOP	Covered by Applicant/Partners In Cash	In-Kind	Total Revenues
<b>Research and development</b>							
(Such as salaries/wages and contract costs)							
<b>Subtotal</b>							
<b>Web site design and development</b>							
(Such as salaries/wages and contract costs; travel; editing and translation)							
<b>Subtotal</b>							
<b>Marketing and communications</b>							
(Such as salaries/wages and contract costs)							
<b>Subtotal</b>							
<b>Equipment, hardware and software</b>							
(Such as computer hardware and software purchase and/or lease)							
<b>Subtotal</b>							
<b>Totals</b>							



**Canadian Culture Online Program (CCOP)**  
**"Project title" Budget -- Gateway Fund**  
*For Fiscal Year 2006-2007 (April 1, 2006 to March 31, 2007)*

Categories of Expenses	Total Project Costs			Total Project Revenues			
	Cash Cost	In-Kind Cost	Total Cost	Requested from CCOP	Covered by Applicant/Partners		Total Revenues
					In Cash	In-Kind	
<b>Research and development costs</b>							
Project researcher salary - Robert XXX (Staff)	\$ 5,000.00	\$ 1,000.00	\$ 6,000.00	\$ 5,000.00	\$ -	\$ 1,000.00	\$ 6,000.00
Project manager salary - Michel XXX (Staff)	\$ 5,000.00	\$ 1,000.00	\$ 6,000.00	\$ 5,000.00	\$ -	\$ 1,000.00	\$ 6,000.00
Reproduction rights (\$40 x 100 artists)	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 4,000.00
<b>Subtotal</b>	<b>\$ 14,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 16,000.00</b>	<b>\$ 12,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 16,000.00</b>
<b>Web site design and development costs</b>							
Web Master salary - Peter XXX (Contractor)	\$ 10,000.00	\$ 5,000.00	\$ 15,000.00	\$ 10,000.00	\$ -	\$ 5,000.00	\$ 15,000.00
Editor salary - Julie XXX (Contractor)	\$ 1,500.00	\$ 500.00	\$ 2,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 2,000.00
Translation salary - Mary XXX (Staff)	\$ 1,500.00	\$ -	\$ 1,500.00	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
<b>Subtotal</b>	<b>\$ 13,000.00</b>	<b>\$ 5,500.00</b>	<b>\$ 18,500.00</b>	<b>\$ 12,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 5,500.00</b>	<b>\$ 18,500.00</b>
<b>Marketing and communication costs</b>							
Online marketing	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Advertising in print media (local newspapers, magazines, etc.)	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00
Promotional materials (posters, direct mail campaign, etc.)	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Launch (room, invitations, press release)	\$ 800.00	\$ 700.00	\$ 1,500.00	\$ 800.00	\$ -	\$ 700.00	\$ 1,500.00
Travel (details on budget notes)	\$ 1,300.00	\$ -	\$ 1,300.00	\$ 1,000.00	\$ 300.00	\$ -	\$ 1,300.00
<b>Subtotal</b>	<b>\$ 4,100.00</b>	<b>\$ 1,700.00</b>	<b>\$ 5,800.00</b>	<b>\$ 3,800.00</b>	<b>\$ 300.00</b>	<b>\$ 1,700.00</b>	<b>\$ 5,800.00</b>
<b>Hardware and software costs</b>							
Audio/Video Equipment	\$ 1,300.00	\$ -	\$ 1,300.00	\$ 1,000.00	\$ 300.00	\$ -	\$ 1,300.00
Software licences	\$ 2,200.00	\$ 500.00	\$ 2,700.00	\$ 2,200.00		\$ 500.00	\$ 2,700.00
Web hosting (1 year)	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00
<b>Subtotal</b>	<b>\$ 5,500.00</b>	<b>\$ 1,500.00</b>	<b>\$ 7,000.00</b>	<b>\$ 4,200.00</b>	<b>\$ 1,300.00</b>	<b>\$ 1,500.00</b>	<b>\$ 7,000.00</b>
<b>Totals</b>	<b>\$ 34,600.00</b>	<b>\$ 10,700.00</b>	<b>\$ 45,300.00</b>	<b>\$ 31,000.00</b>	<b>\$ 3,600.00</b>	<b>\$ 10,700.00</b>	<b>\$ 45,300.00</b>