CREATIVE SASKATCHEWAN

Propelling Creative Entrepreneurship

Showcase or Sell Travel Grant Guidelines

This grant provides support to individuals and businesses to attend markets, industry showcases, and pitch events.

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Eligible Applicants

- Applicants must meet the eligibility criteria defined in the General Guidelines.
    - Funding for in-province travel is intended to support rural residents (residing a minimum of 50 KM outside Regina or Saskatoon) and northern Saskatchewan residents (Prince Albert and north of Prince Albert).
    - Eligible rural and northern Saskatchewan applicants can apply to attend market events 300 KM or more from their primary residence within Saskatchewan.
        - Exception: Applicants travelling from Prince Albert (and north of Prince Albert) to Saskatoon do not need to meet the 300 KM threshold.
- **Book Publishing applicants** must be a publishing company or self-published author and must have a catalogue of product to sell or advance reading copy of new work.
- **Craft & Visual Arts applicants:**
    - Must have an invitation or acceptance to an event wherein their work has been accepted through a juried process.
    - May apply to attend the opening of a solo exhibition of their work at a commercial gallery.
    - May apply to attend an event based upon the invitation of their representing gallery, assuming the event is a juried event, and the gallery has been selected.
- **Music and Live Performing Arts applicants** must have an industry showcase invitation.
- **Film, Television, and Digital Game Development applicants** must demonstrate polished marketing materials targeted to the individuals and companies they anticipate pitching to. The project must be at an appropriate level of development for the marketplace.

Whose Attendance is Covered?

Successful applicants may need to bring support personnel. Eligible support personnel are limited to:

- **Book Publishing, Film & TV, Visual Arts Gallery and Digital Game Development applicants** are limited to Saskatchewan owners or staff of the applicant company.
- **Live Performing Arts applicants** may bring hired Saskatchewan support musicians, technicians, and performers.

- **Music applicants** may bring hired Saskatchewan support musicians.
- **Craft & Visual Arts applicants** may bring one hired Saskatchewan resident to assist with sales.

Eligible Projects and Expenses

- The primary purpose of the project must be commercial intent; it must demonstrate market potential, viability, and demand.
- Airfare, accommodations, and event registration may be booked and paid for prior to submitting an application.
- Events must take place within the fiscal year the application is submitted to prioritize funding for immediately upcoming showcase and market opportunities. Creative Saskatchewan's fiscal year begins April 1 and ends March 31. For example, the 2026-27 fiscal year begins April 1, 2026, and ends March 31, 2027.
- Expenses must be directly related to the project and incurred during the project term for travel, registration, and per diems.
- Fees for hired performers and support personnel engaged solely for the purposes of the specific project.
- In-house performance fees are capped at industry standard union fees.
- Marketing expenses directly related to the activity being applied for, no more than 10% of the total project budget (only if not covered by another Creative Saskatchewan grant).
    - Please note that Creative Saskatchewan has a dedicated Marketing Grant for more robust marketing campaigns.
- Phone expenses are capped at a maximum of $50 when traveling outside of Canada.
- Publicist fees (must be specific to the event and fall within the 10% marketing cap).
- Refer to the Travel Policy for eligible travel expense rates and amounts.
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- If the applicant is a primary caregiver responsible for a child(ren) and/or someone with medical needs they may include childcare or caregiving fees to care for their ward for the duration of the showcase or market event.
    - Childcare expenses are capped at $35 per hour that the applicant is participating in the showcase or market.
    - Home support worker/caregiver expenses are capped at $52 per hour that the applicant is participating in the showcase or market.
    - In either case, if special circumstances require support expenses that exceed this rate, reach out to a Program Advisor for approval prior to the event.
- If participating in an industry showcase, applicants may include registration and accommodation/travel expenses for the corresponding industry conference for themself/stakeholder members.
- Activities must be in support of project(s) that would meet the criteria for Creative Saskatchewan production grants. See Appendix A for a list of production grants and criteria.

Travel Slate

- Applicants can apply to attend a single or multiple market(s) or event(s). Multiple events are called a "Travel Slate".
- To apply for a Travel Slate, all markets and events must meet the program criteria at the time of application and take place within the fiscal year.

Ineligible Projects and Expenses

- Author readings (projects of this nature may be eligible for funding under the Marketing Grant.
- Conferences, when not participating in an industry showcase, (projects of this nature may be eligible for funding under the Business Improvement Grant .)
- Events in Saskatchewan with the exception of eligible northern and rural applicants whose events meet the criteria.
- Expenses related to incomplete activities or products.
- Expenses for non-travel days and non-workdays.

- Festivals where industry is not the primary target.
- In-house marketing expenses.
- Installations.
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- Management fees.
- Marketing expenses funded in other Creative Saskatchewan grant programs.
    - Please note that Creative Saskatchewan has a dedicated Marketing Grant for more robust marketing campaigns.
- Non-juried craft shows.
- Rehearsal expenses for in-house, stakeholder, or regularly hired musicians or actors.
- Speaking engagements.
- Touring expenses.
- Trade shows without a sales component.
- Travel expenses for non-Saskatchewan residents.
- Please see the General Guidelines for a list of ineligible expenses.

Financial Participation

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- Each Showcase or Sell Travel application is capped at $5,000 or 50% of the approved budget, whichever is the lesser.
- Applicants may apply for a series of events/markets in one application (this is called a Showcase or Sell Slate Grant), to an overall maximum of $15,000 or 50% of the approved budget, whichever is the lesser. Keep in mind that individual events/markets are still capped at $5,000 each, as noted above.
- There is no limit to the number of single event Showcase or Sell Travel Grant applications you can submit to this program, however applicants are capped at one Slate per fiscal year. Applicants also must complete their Slate activity and final reporting before applying for additional support through this program.

Assessment

- An initial review of applications is conducted by Creative Saskatchewan program staff to ensure the project and applicant meet eligibility to the program.
- Eligible applications will then be assessed against the criteria defined on the Creative Saskatchewan website here.NULL

Submission Requirements and Deadlines

- Applications must be received prior to the event date (incomplete applications will not be considered).
- Applications received less than 14 days prior to the event date must include confirmation of registration.
- Please refer to the program-specific page on the Creative Saskatchewan website here for application instructions.
- Creative Saskatchewan provides templates for each grant application.
    - Applications that have not used and uploaded the mandatory budget template and travel itinerary template (travel itinerary template only required for projects that include travel expenses) will be considered incomplete and the application status will be set to Information Required.
        - Note: This status requires the application to be re-submitted by the applicant by the program deadline. Please keep in mind that applications must be re-submitted prior to the project start date.

- Applications to the Showcase or Sell Travel Grant will be accepted on a continuous intake basis and supported based on the availability of funds.
- By submitting an application for this grant, applicants confirm they have read the General Guidelines.
- Incomplete applications are ineligible and will not be considered.
- If awarded a grant, applicants will be required to maintain eligibility in all criteria in the General Guidelines, as well as criteria specific to this grant as described herein.

Required Acknowledgements

- Successful recipients of a Showcase or Sell Travel Grant must include the Creative Saskatchewan logo credit on all promotional material for the supported activity.
- Successful recipients will acknowledge receipt of the grant on their professional social media platforms.
- The Creative Saskatchewan logo and guidelines for acknowledgement can be found on the Creative Saskatchewan website here.

Confidentiality of Information

- Please refer to the General Guidelines for details of Creative Saskatchewan's Confidentiality Policy.
- If you are not awarded a grant, all information in and about your application is held in confidence.
- If you are awarded a grant, your name, a description of the project and the amount of funding will be made publicly available.

Appendix A

Activities must be in support of project(s) that would meet the criteria for one of Creative Saskatchewan's production grants.

The intent of this Appendix is to provide a snapshot of the production grant's eligible and ineligible activities. It is the applicant's responsibility to read complete grant guidelines before applying.

Book Publishing Production - This grant assists eligible Saskatchewan book publishers in the production and marketing of titles intended for commercial release.

Eligible Projects:

- Applications must be in support of the production of book publication.

Ineligible Projects:

- Titles commissioned or paid for by an individual, group, political party or company where the publisher does not have complete and independent editorial control.
- Titles for which the author or illustrator does not receive compensation.
- Magazine, newspaper, industrial sales catalogues, calendars, maps or books of maps, loose-leaf updates, sticker books and activity books, games, agendas, sheet music and periodical publications.

Craft and Visual Arts Production Grant - This grant supports craft persons and visual artists in the production of creative products intended for the commercial marketplace. (This criterion does not apply to eligible commercial galleries).

Eligible Projects & Expenses:

- Applications must be in support of the production or refinement of commercially viable, creative products.

Ineligible Projects & Expenses:

- Personal hygiene items (examples include bath bombs, perfume, and soap).
- Candles where the applicant is not creating their own molds.

Digital Game Development Grant - This grant Program provides eligible Saskatchewan applicants with financial investment in support of the production of innovative and original digital games and eLearning properties.

Eligible Projects & Expenses:

- This program supports expenses related to creating digital games and eLearning properties that are market-ready and aimed for commercial exploitation.
- eLearning projects must include gamification (game mechanics that add interactivity, engagement, and motivate the user in learning).
- The core product must be intended to entertain or educate the user.

Ineligible Projects & Expenses:

- Projects developed exclusively for corporate use (where the applicant no longer owns the IP).
- Video content creation for streaming services, broadcast, or theatrical release.
- Games with real or simulated gambling.
- Projects primarily intended to sell products or services.
- Projects primarily intended for interpersonal communication.

Feature Film and Television Production Grant - This grant provides financial support to eligible applicants for feature film and television productions that have secured a relevant market trigger or distribution agreement of fair market value.

Eligible Projects:

- Applications must be in support of the production of feature films or television production.

Ineligible Projects & Expenses:

- Projects that have received funding through the Creative Saskatchewan Micro-Budget Production Grant or Web Series Grant programs.
- Genres of production NOT eligible for funding include:
    - News, current events or public affairs programming, or a program that includes weather or market reports.
    - Programming created for community cable providers (Access Communications, Shaw, SaskTel, etc.)
    - Talk shows.
    - Productions in respect of a game or contest (other than a production directed primarily at minors).

- Sports event or activity.
- Productions that solicit funds.
- Pornography.
- Advertising contracted by Saskatchewan Government Entities, or projects distributed only within Saskatchewan.
- Advertising projects with budgets under $100,000
- Productions produced primarily for industrial, corporate, or institutional purposes.
- Productions, other than documentary, that consists of more than 25% stock footage.
- Video distribution platforms or aggregators.

Live Performing Arts Production Grant - This grant assists eligible Saskatchewan individuals and companies in the production of a series of performances intended for paying audiences.

Eligible Projects & Expenses:

- Applications must be in support of commercial productions.
- Production and streaming of live radio plays.
- Tours of live performances.

Ineligible Projects & Expenses:

- Applications to host fringe festivals or theatre festivals.
- Community theatre productions.
- Expenses related to script development, writing and workshopping.

Sound Recording Grant - This grant supports the production of commercially viable sound recordings for commercial release.

Eligible Projects:

- Applications must be in support of the production of a commercial sound recording.

Ineligible Projects & Expenses:

- Projects that do not have commercial intent as their primary purpose and focus.
- Podcasts.