

# **SPOTLIGHT TAIWAN PROJECT**

## **Application Guidelines**

**Ministry of Culture**

**Republic of China (Taiwan)**

September 2022 Edition

### **I: Objectives**

To cultivate international interest and appreciation of Taiwan’s culture, the ROC Ministry of Culture (hereafter “the Ministry”) is seeking to establish long-term cooperative relationships with professional art and cultural organizations, leading universities, and established media outlets. The Ministry and partner organizations will both contribute resources to support a diverse array of enriching activities spotlighting Taiwan’s culture. Prospective Parties can contact any overseas office or embassy of the ROC Ministry of Foreign Affairs for a consultation.

### **II: Cooperative Model**

1. Art, cultural, and educational institutions worldwide — including museums, art venues, cultural associations, universities, and research centers — as well as international media and news agencies are invited to apply for the

Spotlight Taiwan Project. Applicants with established influence and a capacity for mobilizing public participation or professional networks will receive priority consideration.

2. This global competitive project is designed to encourage both Parties to contribute resources for collective benefit. Applicants who submit proposals for matching funding will receive priority consideration.

### **III: Scope of Cooperation**

The Ministry will support partner organizations' undertaking of the following themes and forms of activities:

1. **Content:** Arts or cultural activities that have Taiwan's contemporary culture at their core, including performing and visual arts, cinema, TV production, music, literature and publishing, crafts, the creative sector, history and cultural heritage, or community empowerment.
2. **Format:** Activities that take the form of performances, exhibitions, film screenings, lectures, symposiums, and workshops; other joint ventures with iconic arts and cultural institutions and international exhibitors; or a comprehensive series of feature reports, programs, talent incubation initiatives, or interdisciplinary exchanges with industry leaders comprising one or more of the aforementioned activities.

3. **Target Audience:** Members of the general public or cultural professionals who are active in the applicant's city or country.
4. **Marketing:** Event promotions that encompass not only press releases and advertising via traditional media, but also incorporate social and multimedia campaigns.

#### **IV: Funding Principles**

1. This competitive grants program aims to benefit both Parties through the mutual contribution of resources. Upon the basis of co-financing, proposals that provide financial contribution or another source of funding will receive priority consideration.
2. In principle, the Ministry shall provide funding of up to **US\$30,000** for an approved project. Projects deemed particularly significant, progressive, and/or bring together the resources of a number of Parties (overseas representative offices or embassies of the ROC included) will not be subjected to the **US\$30,000** limit.

#### **V: Proposal Guidelines**

##### **1. Application Deadline**

Interested Parties shall provide a detailed proposal to a ROC representative office or embassy in their city or country (see full list:

<https://en.mofa.gov.tw/OverseasOfficeLink.aspx?n=1573&ms=957>). Each representative office or embassy shall then review and submit up to two proposals to the Ministry. The application deadline is **December 15, 2022** for projects scheduled for **2023**. Please refer to Attachment 1 for proposal outline.

## **2. Proposal Requirements**

### **A.Theme**

Please provide detailed information of the planned events, such as lectures, symposiums, workshops, and other cultural activities, and elaborate on the target audience, collaborative partners, and the focus of these events (such as Taiwan's arts, cinema, music, or literature). Should the applicant wish to invite groups or individuals from Taiwan to headline these events, a guest list should be included in the proposal as well.

### **B.Timetable**

Please provide a detailed schedule for implementing the proposed events.

### **C.Budget**

Please provide a budget plan that states the estimated total expenditure and breakdown, the amount and percentage of expenditure to be shared by each Party (including the amount requested from the Ministry), as well as other sources of funding. Funding received from the Ministry's [subordinate agencies](#), [affiliated institutions](#) or [administrative corporations](#) should also be

declared.

#### D.Resources

Please introduce all participating personnel and organizations and the significance of their contributions (such as venue, equipment, or administrative support).

#### E.Marketing

Please present a multi-channel regional marketing approach (such as a dedicated webpage, print/digital campaign, media coverage, press release, social outreach, or press conference) for promoting the event(s).

#### F.Introduction

Please include a brief summary on all participating organizations and personnel.

#### G.Letter of Recommendation

Please include a letter of recommendation from the ROC representative office or embassy in your city or country. Administrative and implementation details of any previous collaboration(s) with the representative office, the Ministry, or other ROC agencies should be provided as well.

### **VI: Priority Considerations**

1. **Influence:** Both the sway of the applying organization as well as its capacity for coordinating events.

2. **Outstanding Theme:** The selection of a theme that spotlights a unique aspect of Taiwan's diversity and cultural autonomy.
3. **Inclusive Proposal:** Diverse and professionally curated content, a reasonable budget, a strong marketing strategy, and proven ability to engage the public and mobilize regional networks.
4. **Sustainable Framework for Collaboration:** A joint prospect that can be repeated, conducted on a long-term basis, and/or sustained by its previous results.
5. **Innovative Marketing:** The effective utilization of multiple promotional channels and new media such as mobile apps, live video streams, and social networks.
6. **Project Impact:** The enhancement of the project's impact based on the organization's resources and connections (including the proposed self-funded amount towards the project).

## **VII: Remittances & Audits**

1. Projects shall be evaluated in accordance to ROC regulations governing public procurement cases. Funding for approved projects shall be remitted by the ROC representative office or embassy in that city or country.
2. Representative offices/embassies and collaborating Parties are jointly responsible for the project's implementation,

and the project must be carried out in its entirety by [November 10, 2023](#). If the project encounters significant alterations or delays, including cancellations or withdrawal of proposed events, the Ministry must be notified by writing one month prior to the project's original debut date. In principle, withdrawal, deferral, or modification requests will not be accepted after [July 2023](#).

3. A final report detailing the project's implementation (including documentation such as pictures, attendance numbers, media coverage, promotional materials, and the challenges encountered as well as any insights or prospective areas for future collaboration) and an expenditure table detailing all project expenses (with receipts attached) shall be submitted to the Ministry [one month after the project's completion](#); in principle, report submissions after [November 30, 2023](#) will not be accepted. Unused funds are to be remitted in full as well. Please refer to Attachment 2 for final report template.

For more information, please contact our project coordinators:

**Ya-hsin Lo (羅雅馨)**

a11124@moc.gov.tw

+886-2-8512-6715

**Justin Chiu (邱崇軒)**

parisjustin@moc.gov.tw

+886-2-8512-6737

**Ming-yi Yu (游明儀)**

my0615@moc.gov.tw

+886-2-8512-6705



## Attachment 1

### **Proposal Outline for the SPOTLIGHT TAIWAN PROJECT**

#### 1. Project Title

#### 2. Organization

Please include the division and full title of the applying organization, together with a brief assessment of the outlook and history of the organization.

#### 3. Applicant / Project Coordinator

Please include a brief CV, job title, phone number, and e-mail address.

#### 4. Project Objectives

#### 5. Project Content

Please provide detailed information of the planned events, collaborative partners, and focus of these events (such as theme, number of showings, target audience). Should the applicant wish to invite groups or individuals from Taiwan to headline the events, a guest list should be included in the proposal as well.

#### 6. Timetable

Please provide a detailed schedule for implementing the proposed events, including dates and duration.

#### 7. Marketing Plan

Please present a multi-channel regional approach (such as a dedicated webpage, print/digital/social campaign, media coverage, press release, interview arrangement, or press conference) for promoting the event(s).

8. Budget

Please provide a budget plan that states the estimated total expenditure, the amount and percentage of expenditure to be shared by each participating organization (including the amount requested from the Ministry), as well as other sources of funding (including from the Ministry's affiliated organizations or cultural foundations).

9. Scale of Project

Please introduce all participating personnel and organizations and the significance of their contributions (such as venue, equipment, or administrative support).

10. Projected Results and Future Plans

## Attachment 2



### Spotlight Taiwan Project **FINAL REPORT** [TEMPLATE]

Name of Organization/University:

Title of Project:

Grant Amount:

Execution Period (yyyy/mm): From \_\_\_\_\_ to \_\_\_\_\_

Report

prepared by: \_\_\_\_\_  
*Name* *Email* *Date*

**Final Report:** There is no fixed format or word limit for the report. Final Report in this format may be filled out and emailed to MOC/ROC's representative offices. All requested supplemental material must also be sent, such as copies of posters, flyers, newspaper articles, etc. They may be scanned and emailed or mailed in the traditional fashion.

**Program Report (optional):** In addition to Final Report, you could also share more information about how each program was initiated, planned, and performed. Any other thoughts that you would like to share with MOC are welcome.

## I. Project Summary

### 1. *Project Statistics:*

1) Were the programs completed as presented in your original application?

☐ Yes ☐ No

2) Did you place a Change of Request for the changes made?

☐ Yes ☐ No

3) If your programs had to be adjusted, please describe how your programs varied from the application.

2. *List all programs included in your Spotlight Taiwan Project below (performances, workshops, exhibitions, etc.) and provide information required:*

Program	Date	Place	Number of People Attended	Publicity (press names, dates, pages)

## **II. Project Narrative:**

- 1) Did your project achieve your goal? How did you evaluate your successes and setbacks? What were the results of this evaluation?
  
  
  
  
  
  
  
  
  
  
- 2) What did this project do for your organization/university? Did the project help local community better understand the culture of Taiwan? Please describe difficulties that you encountered, if there was any.
  
  
  
  
  
  
  
  
  
  
- 3) What is the participant profile of your programs (students, scholars, artists, seniors, local residence, etc.)? Did you attract your target audience successfully? What were the feedbacks or suggestions from them?
  
  
  
  
  
  
  
  
  
  
- 4) How did your publicity plan go? What were the most effective ways to promote your programs? Please provide estimated numbers of total direct and indirect audience reached, and specify significant media channels if applicable.
  
  
  
  
  
  
  
  
  
  
- 5) What are your suggestions for Spotlight Taiwan?

### III. Budget Report:

Please fill out the following chart (**or attach an equivalent report**) reflecting your project budgets vs. actuals. Budget numbers should reflect your proposed (application) budget. **Include budget notes to explain any significant variances.**

	<u>Budget</u>	<u>Actual</u>
Income:		
Earned	_____	_____
Contributed		
Grant from Spotlight Taiwan Project	_____	_____
Foundations	_____	_____
Other	_____	_____
<b>Total Income:</b>	_____	_____
Expense:		
Personnel		
Artist Fee	_____	_____
Administrative	_____	_____
Technical & Production	_____	_____
Other Services	_____	_____
<b>Subtotal Personnel</b>	_____	_____
Non-Personnel		
Production/Exhibition Expenses	_____	_____
Accommodation	_____	_____
Travel	_____	_____
Materials and Supplies	_____	_____
Marketing/Promotion	_____	_____
Insurance	_____	_____
Contingency	_____	_____
<b>Subtotal Non-Personnel:</b>	_____	_____
<b>Total Expense:</b>	_____	_____
<b>Project Net:</b>	_____	_____

Copies of third-party proof of payment for expense are optional to be submitted. Original proof of payment should be retained in your country.

I hereby certify that \_\_\_\_\_ has performed the  
*Name of Organization*

programs and/or activities, as stated in the Agreement with MOC/ROC's representative offices.

\_\_\_\_\_

\_\_\_\_\_

*Signature*

*Title*

*Date*

#### **IV. Project Documentation**

Please attach all project documentations here. Briefly describe them and provide media names, dates, and numbers of pages for publicity materials. Please make sure the digital files are in high resolution. Include any photo credits if necessary.

- ☐ Print media article/news:                      piece(s)
- ☐ Digital media article/news:                      piece(s)
- ☐ Press release:                      piece(s)
- ☐ Event photo:                      piece(s)
- ☐ Poster:                      piece(s)
- ☐ Flyer:                      piece(s)
- ☐ Program:                      piece(s)
- ☐ Website:                      webpage(s), link(s):
- ☐ Other:

**By sending the documentation, you are granting permission to use them in future MOC reporting, archival and promotional information.**