**Scots Publication Grant Application Form**

This application can be made available in other formats on request. If you need assistance with making your application or have other access needs, please get in touch.

For all enquiries, please email: [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com).

**How to format your application:**

* **Font:** All text should be font Arial, size 12, including your personal statement and your writing achievements.
* **Links to websites:** Please only include a link to your recording, if you have submitted one. No other links are allowed.

**How to submit your application:**

* **Email** your application to [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com).
* **Subject line**: Scots Language Publication Guide
* **Deadline:** **Wednesday 15 April (midday).** Applications received after the deadline will not be considered.
* Please send one email per application and only include the information requested in this form (we can accept file names ending in .doc, .docx, .rtf, .txt for word processing documents, .xls or .xlsx for spreadsheets). You may attach a maximum of two files, one of which must be this form.
  + We cannot accept .pdf or .odt files, or more than two documents.
  + Please include your name in the filename(s) of your attachment.
  + Every application we receive will be sent an acknowledgement email. If you do not receive one of these within ten working days please contact Scottish Book Trust.

If you do not have access to email you can send your application to:

Scots Publication Grant 2020, Scottish Book Trust, Sandeman House, Trunk’s Close, 55 High Street, Edinburgh, EH1 1SR.

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**Section 1. Publisher details**

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Postcode |  |
| Main phone number |  |
| Email |  |
| Year publisher founded |  |
| Number of titles in the last 12 months |  |
| Number of permanent staff | Full time:  Part time: |
| Please provide a short biography (250 words maximum) |  |

**Section 2. Publication details**

|  |  |
| --- | --- |
| Author(s) of work |  |
| Editor(s) |  |
| Illustrator(s) |  |
| Any other relevant contributor(s) |  |
| Title of work (can be a working title) |  |
| Format | Audio  Book  Magazine  Digital |
| What amount of funding are you applying for? | £ |
| Please describe the publication/work and explain why you think it’s important, including information on those involved.  (up to 500 words) |  |
| Please provide a short contributor biography (up to 200 words per author/editor/illustrator) |  |
| Scots content (please indicate if this work is entirely in Scots. If not, provide approximate % of Scots text) |  |
| Print run |  |
| Other funding (please provide details of any other funding secured towards the publication costs) |  |

**Section 3. Marketing**

|  |  |
| --- | --- |
| Describe the target audience for his book |  |
| Explain how you know there is a demand for this book |  |
| Briefly explain your marketing plan including advertising, events and social media (if you are applying primarily for marketing costs you will need to provide a more detailed plan as an appendix to this application. |  |
| **Publication sales**  Provide estimate of sales anticipated in first 2 years.  Year 1:  Year 2: |  |
| **Other audiences (e.g. schools/festivals/other events)**  Please detail any other ways your publication may reach an audience: |  |
| Please estimate ‘other audience’ figures including a breakdown |  |

**Section 4. Your project**

**All applicants**

Please provide the following:

* A detailed budget including any production costs, marketing costs and details of author remuneration and translation fees. Please also include any additional income and detail your own contribution. A template for budgets can be found at the end of this form, and can be adapted as necessary.
* A timeline

**Publishing new work, including translation**

* A synopsis of the work where appropriate
* A sample of the work (Length limit: 2,500 words of prose *or* 10 pages of poetry *or* 15 pages of script).
  + In cases where you are seeking to publish a combination of the above, please send a representative sample of no more than 2,500 words.

**Audio production**

* A synopsis of the work where appropriate
* A sample of the work (Length limit: 2,500 words of prose *or* 10 pages of poetry *or* 15 pages of script).
  + In cases where you are seeking to publish a combination of the above, please send a representative sample of no more than 2,500 words.

**Reprinting existing work where there is demonstrable need or where is culturally and historically relevant**

* Please include up to A4 page (a maximum of 500 words) to evidence need or explain why the work is culturally and historically relevant

**Effective marketing and promotion of existing and new work**

If you are applying for funding for marketing costs please provide a detailed marketing plan in addition to the information already covered in section 2 (up to 2 A4 pages, a maximum of 1000 words) explaining any activities you will undertake and how these will help you to reach your target audience. Please note we will not normally fund drinks receptions.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Budget Template** |  |  |  |  |  |  |
|  | **Expenditure** |  |  | **Income** |  |  |
| **Author Fees** |  |  |  |  |  |  |
| Advance |  |  |  |  |  |  |
| Events |  |  |  |  |  |  |
| **SUBTOTAL** | £0.00 |  |  | £0.00 |  |  |
| **Book Design** |  |  |  |  |  |  |
| Cover Design |  |  |  |  |  |  |
| Interior Design |  |  |  |  |  |  |
| Typesetting |  |  |  |  |  |  |
| Additional |  |  |  |  |  |  |
| Reprographics |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Editing** |  |  |  |  |  |  |
| Copywriting |  |  |  |  |  |  |
| Proofreading |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Printing Costs** |  |  |  |  |  |  |
| Proof copies |  |  |  |  |  |  |
| Printing |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Marketing** |  |  |  |  |  |  |
| Launch events |  |  |  |  |  |  |
| Social media |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |
| Press packs |  |  |  |  |  |  |
| Miscellaneous |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Overheads** |  |  |  |  |  |  |
| Travel expenses |  |  |  |  |  |  |
| Postage |  |  |  |  |  |  |
| Storage |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
|  |  |  |  |  |  |  |
| **Additional Administration** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Total** | £0.00 |  |  |  |  |  |
| **Income** | £0.00 |  |  |  |  |  |
| **Grant Request** | £0.00 |  |  |  |  |  |