

# Livres Canada Books MENTORING PROGRAM – USA 2011-2012

(March 5–6, 2012)



## GUIDELINES

**Deadline for receipt of applications: Extended to Friday, February 3, 2012**

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➡ **New (additions or modifications)**

### Objective

The objective of the Mentoring Program – USA 2011-2012 is to provide a group of eligible publishers of English-language books export expertise to help them familiarize themselves with export activities in general (examination and evaluation of their export potential, promotional activities, distribution mechanisms) and with the US market in particular. This program will allow eligible publishers to increase their export knowledge, meet with stakeholders in the US market, and properly evaluate the efforts needed to export their titles into this market.

Program activities will include an overview of the US market and a discussion with a consultant on the eligible publisher's potential in the US market (e.g. evaluation of list's potential on the US market).

### Program Operating Principle

All Livres Canada Books programs and activities operate on the principle of cost sharing with participating publishers.

### Eligibility Criteria

- To be eligible for the Mentoring Program – USA 2011-2012, the applicant must have been confirmed eligible for one of the following federal programs: Support for Publishers component of the Canada Book Fund in 2010-2011, Block Grants 2010 (Canada Council for the Arts, Book Publishing Support), or Emerging Publisher Grants 2010 (Canada Council for the Arts). This eligibility status must remain valid in 2011-2012.
- The applicant must have Eligible Export Sales of less than \$25,000 over the company's last three most recently completed financial periods.
- The applicant must have fulfilled its contractual obligations with respect to author royalty payments by the application deadline.
- Provincial or national associations are not eligible under this program.

### Condition for Participation

Eligibility for funding in 2011-2012 under Livres Canada Books assistance programs is conditional upon the applicant having satisfactorily fulfilled all conditions and requirements in force according to the terms of contributions the company has received from Livres Canada Books in previous years.

### Eligible Books

To be eligible, titles must meet the following criteria:

- either written by a Canadian author or adapted or translated by a Canadian
- at least 48 pages in length, except for children's books, which can be less than 48 pages
- clearly and publicly attributed to the author(s) or translator(s)
- the publisher's own title and bears an ISBN assigned to or acquired by the publisher (exceptions may apply in the case of international co-publication)
- published under the publisher's imprint or under an imprint for which the publisher has acquired publishing, management, and marketing rights
- ➡ • **print edition, non-print (physical) edition book, digital edition of an eligible book**
- printed in Canada, except for co-published books or books with an acceptable justification

### Notes on eligible books

A book with more than one author is considered Canadian-authored if at least one of the authors is Canadian. The editor of a collective work is considered the author if the book is clearly and publicly attributed to the editor and he or she has written a preface, introduction, afterword, or conclusion to the book. The editing regularly done by a publisher in order to bring a manuscript to publishable form is not considered authorship.

For children's picture books only, an illustrator is considered an author.

The author or translator is always the person to whom the book is publicly attributed. The name of the author(s) or translator(s) must appear on the outside of the cover, the spine or the copyright page.

### Also Eligible

Other eligible titles include:

- non-print material derived from eligible Canadian-authored, printed books
  - learning kits
  - book packs
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## Eligible Export Sales

The total of the following:

- revenue from the sale of eligible titles net of trade discounts and credits for returns and allowances
- revenue from the sale of rights and permissions of eligible books
- amounts withheld by distributors for the sale of eligible titles (If the amount withheld by distributors is not already included in net sales, this amount may be added. The adjustment is for distribution fees only and must not include the trade discount.)

## General Criteria

Applicants must comply with and meet all definitions and conditions listed in these guidelines.

Also, Livres Canada Books' contribution will be paid conditional upon the eligible publisher attending all activities of the Mentoring Program (March 5-6, 2012): overview of the US market and a discussion with a consultant on the eligible publisher's potential in the US market (e.g., evaluation of list's potential on the US market).

## Eligible Expenses

Eligible expenses for the Mentoring Program – USA 2011-2012 are:

- travel to Toronto or Vancouver (depending on the participants' location)
- up to 50% of a return excursion fare (including taxes and service charges on transportation tickets, with the exception of the GST and the PST) up to a maximum of \$1,500 or based on a predetermined average, or \$0,45 per kilometre for the eligible publisher living more than 100 kilometers from Toronto
- a daily allowance of \$185 for each day spent at the event as part of the Mentoring Program, up to a maximum contribution of two (2) days, for the eligible publisher living more than 100 kilometres from Toronto

*No daily allowance is provided for travel days.*

## Application Procedure

1. The applicant must complete parts A, B, and C of the application form.
2. The applicant must provide a copy of the company's most recent catalogue if it is not available online.
3. Applicants with sales of eligible Canadian-authored books according to the Canada Book Fund during the reference year equal to or greater than \$2M (field B30 in the Application Form – Part B), including any distribution fee adjustment, will have to provide audited financial statements for the company's most recent financial period. For applicants with sales of Canadian-authored titles below this amount, review engagement reports will be required. The audited financial statements or review engagement report should not be more than 14 months old.

OR

Applicants who have received a grant through the **2010 Block Grants Program** or from the **2010 Emerging Publisher Grants Program from the Canada Council for the Arts** must provide financial statements for the company's most recently completed financial period (these must include a balance sheet and income statement conforming to generally accepted accounting principles).

4. If the applicant has submitted an application for the Canada Book Fund, Support for Publishers component in 2011-2012, the applicant must provide financial documents to Livres Canada Books from the same reference year.

**As is the case for Canada Book Fund, Livres Canada Books nonetheless reserves the right to require audited financial statements from publishers with fewer than \$2M in sales of eligible Canadian-authored books, should it feel individual cases warrant such a level of assurance. Such publishers will be advised of this requirement in a timely manner. Livres Canada Books may also increase the number of recipient audits per year.**

*In reviewing applications for the Mentoring Program, Livres Canada Books will consult documents provided by applicants to Livres Canada Books and the Canada Book Fund (Canadian Heritage) to verify required information and documents.*

*NOTE: Applications cannot be processed until all information and documents required under the Application Procedure section are complete.*

## Claim Procedure

In order to claim a contribution under the Mentoring Program – USA 2011-2012, an applicant must submit:

- a completed Mentoring Program – USA 2011-2012 Claim Form
- original transportation receipts and hotel receipts
- a completed evaluation form

**Applicants must submit claims to Livres Canada Books office no later than thirty (30) calendar days after the event for which the claim is being submitted.**

When submitting a Mentoring Program – USA 2011-2012 claim, publishers must complete all sections of the form, including the transportation section, and provide supporting documents showing fares.

When the plane ticket does not indicate the airfare, publishers must submit another supporting document confirming the airfare (an airline/travel agent invoice). Printed confirmations of online bookings stating the fare price are also adequate. Credit card account statements will not be considered as supporting documents for transportation. Only actual expenses paid are eligible. Tickets obtained through barter or reward points (Airmiles, Aeroplan points, etc.) cannot be factored into the contribution.

Publishers' delegates who cannot provide original hotel receipts must provide proof of the duration of his/her stay in the city where the event or the trip takes place. Receipts (for the first and last day of travel) bearing the date and location for meals, parking and local transportation are examples of acceptable supporting documents. Unofficial or handmade receipts and internal documents (e.g., money requisitions or internal expense reports) are not eligible as supporting documents.

## **Payment Schedule and Reporting Requirements**

Eligible publishers will receive a letter from Livres Canada Books confirming their eligibility. Mentoring Program – USA 2011-2012 claim and evaluation forms will be enclosed.

Livres Canada Books will disburse Mentoring contributions to eligible applicants who have duly completed claims and supporting documents (see the Claim Procedure section above).

## **Appeal**

Applicants may appeal Mentoring Program – USA 2011-2012 decisions in writing to the Chair of Livres Canada Books. Appeals must be received no later than fifteen (15) calendar days after the date the decision of Livres Canada Books was communicated to the applicant.

Appeals will be reviewed by an Appeals Committee only when there is clear and unmistakable evidence of procedural improprieties and/or errors made by Livres Canada Books in processing the application.

## **Audit Provision**

Livres Canada Books reserves the right to conduct an audit of any company funded under its programs, including random audits. If a material difference exists between the recipient's report and that of Livres Canada Books' auditor, 50% of the cost of the audit will be borne by the Recipient. The decision on the selection of firms to be audited is made randomly. Notwithstanding such random selection, the Programs Manager in consultation with the Executive Director may select for audit a firm or firms whose financial data, reports, or other material contain questionable or inconsistent information.

## **Further Information**

Any applicant with questions on Livres Canada Books' application procedure should contact us as soon as possible so we can provide an answer before the application deadline.

### **Priya Ramjuttun, Interim Programs Manager**

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