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## Guidelines and Application Form

# Public Awareness Sponsorship Program 2024

Each year, individuals and outside organizations can apply for the OAA's Public Awareness Sponsorship program for assistance in carrying out projects or events promoting Ontario architecture to the public.

The Communications and Public Education Committee (CPEC) measures all applications against four criteria:

- Potential to increase public awareness/appreciation of architecture and the allied arts and sciences;
- Innovation, creativity, and relevance;
- Ability to attract an audience and successfully run event/initiative; and
- Alignment to current OAA Council priorities as reflected in the [OAA's Five-Year Strategic Plan](#)

For 2024, there are **two deadlines** for submission: **Monday, January 29** and **Monday, July 29**. The first deadline has a pot of \$40,000, with any remaining funds added to the second deadline's amount of \$40,000.

1. Please note the Public Awareness Sponsorship program is intended for projects that ***have not yet occurred***. Decisions are shared with applicants in late March and late August, respectively. (Requests of more than \$10,000 must be approved by OAA Council, requiring a longer timeline.)
2. Allow approximately **four to six weeks** of processing and evaluation time from the date of receipt of the completed application and all required documentation.
3. An incomplete application will be not be considered.
4. Applicants must demonstrate a clear need for funding as well as support from other sources.



**A. TYPE OF APPLICANT** (please check the appropriate application category)

- External Individual  External Organization
- OAA Member or other OAA status holder

**B. APPLICANT DETAILS** (Use supplementary sheets if necessary)

1. Name of Applicant: \_\_\_\_\_  
(please indicate the name of the funding recipient as stated on the recipient's bank account)
  
2. Applicant Address: \_\_\_\_\_  

Street	Suite No.
City	Province/State/Territory
Country	Postal/Zip Code
Tel: (      ) _____	Email: _____
  
3. Primary Contact: \_\_\_\_\_  

Given Name	Surname
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**C. PROJECT DETAILS** (Use supplementary sheets if necessary)

1. Title of event or project: \_\_\_\_\_
  
2. Date of event: \_\_\_\_\_
  
3. Location: \_\_\_\_\_  

Street	Suite No.
City	Province/State/Territory
Country	Postal/Zip Code
  
4. Amount Requested: \_\_\_\_\_
  
5. Tell us about your project:



6. How does it promotes architecture to the public?

7. Tell us about yourself or your organization and why this project is important to you.

8. What do you want to achieve? How will you know whether you are successful?

9. Why should the OAA sponsor this project?

10. Who is the audience for this?



11. How did you arrive at the financial figure you are requesting?

12. Please provide a detailed description of all the sponsor benefits to offering financial commitment. If there are various levels, outline the different associated benefits.

13. What else should the Committee know about your project?

***If you have pdfs, jpgs, or other files to supplement your application, please attach them.***

\_\_\_\_\_  
Name *(please print)*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

