

# **SPOTLIGHT TAIWAN PROJECT**

## **Application Guidelines**

**Ministry of Culture**

**Republic of China (Taiwan)**

September 2024 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 across the globe. The Ministry and partner organizations will both contribute resources to support a diverse array of activities spotlighting Taiwan through cultural dialogue and the arts. 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.
  
3. Applicants who can incorporate the Ministry's recent programs and outreach objectives with their proposals — such as collaborating with the Ministry's overseas offices (list: <https://www.moc.gov.tw/en/cp.aspx?n=392>) or affiliated agencies and foundations (<https://www.moc.gov.tw/en/cl.aspx?n=377>) to spotlight the country's culture — 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:** A series of activities curated by theme or crafted with different mediums in an innovative fashion; joint ventures with established arts institutions or international expositions such as performances, exhibitions, film screenings, masterclasses, symposiums, and workshops; or talent incubation initiatives and interdisciplinary cooperation across different sectors 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 country of residence.
  
4. **Marketing:** A promotional campaign that encompasses not only press releases and publicity via traditional media, but one that also harnesses social media and multiple platforms for engagement.

#### **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 (thirty thousand USD)** 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 servicing their country (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 1, 2024](#) for projects scheduled for [2025](#). Please refer to Attachment 1 for an outline of proposal requirements.

### **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 affiliated agencies and foundations 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 project.

### 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 servicing your region. 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 programs.
2. **Outstanding Theme:** The selection of a theme that spotlights the contemporary prowess of the arts and cultures of Taiwan (such as merging technology with art); artists or works recognized by award programs supervised by the Ministry's affiliated agencies and cultural foundations; or a unique aspect of Taiwan's diversity and cultural autonomy will receive priority consideration.
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. Proposals that engage international institutions of the arts, cultural festivals, and trade expos upon the basis of building enduring relationships will receive priority consideration.
5. **Innovative Marketing:** The effective utilization of multiple promotional channels and digital media such as mobile apps, live video streams, and social networks. Proposals that formulate a feasible approach for rallying

regional communities/cultural networks and engaging local/foreign media will receive priority consideration.

6. **Project Impact:** The enhancement of the project's impact based on the applicant's existing resources and connections (including the proposed self-funded amount towards the project). Proposals that combine elements from the Ministry's overseas outreach plans in the applicant's region that year, by the way of choosing a corresponding theme or subject, will receive priority consideration, as well as applicants who are able to independently schedule tours and traveling exhibitions in their region.

## **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 servicing that region.
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, 2025](#). 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 2025](#).
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 **no later than one month after the project's completion**; in principle, report submissions after **November 30, 2025** will not be accepted. Unused funds are to be remitted in full as well. Please refer to Attachment 2 for the required template. It is advisable for the applicant to compile this report with detail.

For more information, please contact our project coordinators:

**Jau-Woei Kung (龔昭瑋)**

jauwoei@moc.gov.tw

+886-2-8512-6716

**Ya-Hsin Lo (羅雅馨)**

a11124@moc.gov.tw

+886-2-8512-6715



## 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 activities (such as theme, number of showings, target audience). Should the applicant wish to invite groups or individuals from Taiwan to headline the program, 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



**Report Template for the SPOTLIGHT TAIWAN PROJECT**

Organization:

Project Title:

Grant (USD):

Timeline (MM/YYYY): From \_\_\_\_\_ to \_\_\_\_\_

Report By:

\_\_\_\_\_

*Name*

\_\_\_\_\_

*Email*

\_\_\_\_\_

*Date*

**Final Report (required):** The Final Report must be submitted by mail (print) or email (PDF) to your regional ROC representative office. Supplemental materials such as posters, flyers, and newspaper articles should be scanned and attached to the report.

**I. Project Summary**

**1. Implementation Process:**

1) Was the project completed as presented in your original proposal?

Yes  No

2) If not, did you file a Change Request for the changes made? (Skip if not applicable.)

Yes  No

Please also describe how your project varied from the proposal.

**2. List all the activities included in your Spotlight Taiwan Project:**

<b>Title /Host</b>	<b>Date /Location</b>	<b>Attendance /Engagement</b>	<b>Marketing /Outreach</b>
Ex: “Taiwan Film Festival” at Cine Formosa	Dec 11-13, 2024 London, UK	Opening Night: 100 Q&A 1: 50 Q&A 2: 25 Closing Gala: 120  *Hybrid event, numbers tallied by combining physical attendance and YouTube viewership	<ul style="list-style-type: none"> <li>• University newsletter, social media</li> <li>• Event website</li> <li>• Media reports</li> <li>• Ticket design, festival flyers</li> <li>• Festival trailer, video interviews (see attached)</li> </ul>

## **II. Project Narrative:**

- 1) Did you achieve your goal? How were successes and setbacks evaluated?
  
- 2) What did this project mean to your organization? Did the project help participants better understand the culture of Taiwan? Please describe any difficulties encountered.
  
- 3) Who participated (students, scholars, artists, senior citizens, or local residents)? Did you attract your target audience successfully? What were some of their reactions or suggestions?
  
- 4) What were the most effective aspects of your promotional campaign? Please provide an estimated number of total (direct/indirect) audience reached, and specify the platforms and outlets involved.
  
- 5) Do you have any suggestions for us? You are welcomed to share with the MOC on how your organization initiated, planned, and implemented the program in more detail (as a separate document from the Final Report). Feedback will be used to improve the Spotlight Taiwan Project.

## **III. Budget Report:**

Please fill out the following chart (**or attach an equivalent fiscal report**) reflecting your budget projections and actual expenditure. Estimations should cite your proposed budget from the approved application. **Include budget notes to explain any significant variances.**

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

It is optional to submit copies of third-party proof of payment for expenses. Original proof of payment should be retained in your country.

I hereby certify that \_\_\_\_\_ has fulfilled the terms of partnership  
*Name of Organization*

as stated in the Agreement signed with \_\_\_\_\_.  
*ROC Representative Office or Mission*

*Signature*

*Title*

*Date*

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

Please attach and describe documentation items and provide media names, dates, and the number of pages for promotional materials. High resolution required for digital files; include source and credits where possible.

- Print media (article count):
- Digital media (article count):
- Press release(s):
- Event photo(s):
- Poster(s):
- Flyer(s):
- Brochure(s):
- Website(s):
- Other:

**By submitting this list of materials for documentation, you are granting permission for their use in future MOC reporting, archival, and promotional purposes.**