

**BOOKS COUNCIL OF WALES**

APPLICATION FORM  
ENGLISH-LANGUAGE PUBLISHING GRANTS

|       |
|-------|
| No.   |
| Panel |

**SMALL MARKETING ACTIVITIES GRANT**

|            |         |
|------------|---------|
| PUBLISHER: |         |
| ADDRESS:   |         |
| POST CODE: |         |
| PHONE:     | E-mail: |

|   |   |                              |                 |
|---|---|------------------------------|-----------------|
| Title:  |   |                              |                 |
| Author:   |   |                              |                 |
| <b>Grant Requested:</b>   | £ | No. Pages:                   | Retail price: £ |
| First Print Run:  |   | Publication date [dd/mm/yy]: |                 |
| Please give the dates between which the marketing activities described in this application will be carried out: |   |                              |                 |
| Start date (dd/mm/yyyy):  |   | End date (dd/mm/yyyy):       |                 |

Have you received or are you in the process of applying for any other WBC grants for this title? Please give details.

Please provide a very short description of the book(s) to be promoted.

**Proposed Marketing Activities**  
Please provide full details of each aspect of the promotional activity/ies planned and a full breakdown of costs. Please expand the table if necessary and/or provide additional information on a separate sheet. **N.B.** Please note that where possible the WBC expects publishers to use local booksellers at launch events in order to support the industry as a whole.

| Description of Activity/Cost of Item (Please provide as much detail as possible with a breakdown of costs, e.g. venue hire, entertainment, photography, travel costs, author accommodation etc.) | No. People to be reached | Date Planned | Cost £ |
|--|--------------------------|--------------|--------|
|  |                          |              |        |

Please note any other points the panel should take into account. Where applicable please give details of the local bookshop being used (please note that the WBC recommends the use of local bookshops to sell books at launches where possible).

Signature ..... Date .....

Please return to Dr Ashley Owen, Publishing Grants Department, Welsh Books Council, Castell Brychan, Aberystwyth SY23 2JB  
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