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# Market and Audience Development Grant Self-Evaluation Report

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| **Date of Submission** | |
| **Applicant Name** | **Project Title** |
| **Venue/ Cities**  (if applicable) | **Event Dates** Start  (if applicable)End |

When your project is completed, we would like you to share your evaluation and reflections on your project with us. You may wish to use the following questions as a guide.

Where available, please attach any:

* Photos / recordings
* Media clippings / press reviews

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| **For Company-wide Initiatives** (e.g. branding, marketing and publicity, market research) |
| * What were your objectives in undertaking this project, and how would you evaluate your outcomes? |
| **For Project-specific Initiatives** (e.g. marketing and publicity for a specific production / exhibition) |
| |  |  | | --- | --- | | **If applicable / available** | **Actual** | | Number of Performances / Exhibition Days |  | | Total Attendance |  | | Number of Tickets Sold |  | | Percentage House |  |  * Has your audience attendance / sales grown compared to previous projects? * Were your initiatives effective in marketing and audience development? What worked and what didn’t? What could be done better? |
| **For International Activities** |
| |  |  | | --- | --- | | **If applicable / available** | **Actual** | | Number of cities visited |  | | Number of performances |  | | Total attendance |  | | Number of tickets sold |  | | Percentage house |  | | Number of Digital Audiences/ Digital Interactions at the point of report submission (if applicable)  *For e.g. audiences who watched the presentation of the arts and technology project, number of online streaming audiences, downloads of an application accompanying the presentation, views of a virtual exhibition or performance etc* |  |  * How was the audience response to your project? * How has this project benefitted you (e.g. increased your international profile, created new opportunities)? |
| **Feedback on the Grant:** |
| * Are there any areas in which NAC can do better to support your market and audience development efforts? |

***For grants applied through the MCCY Grants Portal (now rebranded to OurSG Grants Portal)***

Please log onto the OurSG Grants Portal to submit your **Self-Evaluation Report** and **Financial Report** (i.e. the budget form submitted as part of the grant application, with actual income and expenditure reflected). To help you navigate the portal, you may refer to the user guide uploaded at <https://go.gov.sg/nacmadgrant>.

***For grants applied through the Market and Audience Development Grant Mailbox***

Please **email** your **Self-Evaluation Report** and **Financial Report** (i.e. the budget form submitted as part of the grant application, with actual income and expenditure reflected) to the Manager in charge of your application (please refer to your Letter of Offer) or to [nac\_marketaudiencedevt\_grant@nac.gov.sg](mailto:nac_marketaudiencedevt_grant@nac.gov.sg) and **indicate “EVAL: Your Project Name”** in your email subject title.