

藝術推廣獎

目的

表揚傑出的藝術推廣計劃，透過創新及有效的推廣策略和執行方法，吸引更多觀眾和參與者接觸和認識藝術，對藝術的普及做出傑出的貢獻。

獎項

設三個獎項名額。

候選資格

- 獎項以計劃為評選單位；
- 須由最少一位人士提名（提名人可以個人或團體名義進行提名）；
- 須提交在2018/19年度^{註 23}推行及完成的一項藝術推廣計劃報告^{註 24}（該計劃可以是單項或一系列分階段進行的計劃）；
- 只可提交一項計劃競逐獎項，提交的計劃不能同時競逐「藝術教育獎」；
- 推廣的活動須為本地製作，而主要參與人員為本地藝術工作者；及
- 凡曾獲藝發局頒發「優秀藝術推廣獎」及「藝術推廣獎」的人士及團體/機構均可再次接受提名。

評選準則

- 推廣計劃的理念及目標；
- 整體推廣策略，例如定位、推廣、宣傳渠道及策略運用等；
- 推廣計劃的原創性和成效，包括持續與推廣能力；及
- 計劃產生的社會效益及影響。

註 23 評審計算期：2018年9月1日至2019年8月31日。

註 24 除提名表格外，須提交一份不多於20頁的計劃報告，介紹2018/19年度完成的藝術推廣計劃，內容須包括：
a. 計劃理念及目的；b. 推廣活動介紹；c. 推廣策略及宣傳方法；d. 計劃預算及資源分配；e. 計劃成效
另請附上計劃的活動紀錄（如活動相片、錄影）、宣傳品（如單張、廣告、海報）、傳媒報導及其他相關參考資料。有關提交格式，詳見「藝術推廣獎」的提名表格。

Award for Arts Promotion

Objective

To recognise outstanding arts promotion projects contributing to the popularisation of the arts through effective implementation of innovative strategy and execution plan to attract more audiences and participant to connect with and learn the arts.

The Award

Three awards will be presented.

Eligibility

- Nomination is on a project basis;
- Nominations should be made by at least one nominator (in his/her capacity or on behalf of an organisation);
- A report on an arts promotion project implemented and completed by the nominee during the year 2018/19^{Note 23} should be submitted^{Note 24} (The project may consist of a single programme or a series of programmes implemented in phases);
- Each nominee should submit only one project for this award. The project cannot be used to support other nominations for the Award for Arts Education concurrently;
- The project must be a local production in which most of the participants were local arts practitioners; and
- Previous recipients of the HKADC's Outstanding Arts Promotion Award or Award for Arts Promotion may be nominated for this award again.

Assessment Criteria

- Mission and objectives of the project;
- The overall promotional plan, including its positioning, promotional methods, publicity channels and strategies;
- The project's originality and effectiveness, including sustainability and promotion capacity; and
- The benefits generated and overall impact on the community.

Note 23 Assessment period: 1 September 2018 to 31 August 2019.

Note 24 Together with the nomination form, a project report not longer than 20 pages should be submitted. The report should cover arts promotion activities during the year 2018/19, and should specify the following details:
a. Project's mission and objectives; b. Details of promotional activities; c. Promotional strategies and methods; d. Budget and allocation of resources; e. Effectiveness and outcomes.
To facilitate assessment, please attach documentation of the project (e.g. photos, videos), publicity materials (e.g. leaflets, advertisements, posters), news clippings and other relevant materials. Please refer to the nomination form of Award for Arts Promotion for submission format.