



**Artists for
Conservation[®]**

2011 Application Guidelines for the AFC Flag Expeditions Program

“Exploration for Art & Conservation”

For AFC Signature Members only.

Contact:
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Web: www.natureartists.com/flagprogram

PROGRAM OVERVIEW

Launched in March 2005, this groundbreaking program was created to make possible the field study and artistic rendering of endangered species or habitats deserving of greater public attention.

Artists can apply for fellowship grants and the privilege of carrying the AFC flag on their journeys to remote and ecologically important areas of the planet.

Upon return from the expedition, participating artists are required to submit to the Foundation, a written journal and sketchbook of their journey, photos with the AFC flag in situ, a signed flag and video footage when possible.

The AFC provides funding, as well as prominent exposure in a growing number of venues including on the AFC website, for each artist and each expedition.

The program is open only to AFC Signature Members. Based on current available resources, at least two Fellowships – each worth up to \$5,000 US – will be made available in 2010.

Prospective **expeditions must be completed within 18 months** of the application deadline date.

BENEFITS TO ARTIST

Artists selected for participation in this program receive the following:

- Financial support up to \$5000 in US currency for the trip.
- Privilege of representing the AFC by carrying the AFC Flag.
- A press release will be issued announcing and describing the expedition.
- PR and published articles about the Expedition.
- Artwork and other visual and literary material resulting from the expedition will be permanently displayed on the AFC Web site.
- Eligibility for special coverage in AFC annual show.

- Eligibility for special coverage in AFC annual show companion book.

PROPOSAL GUIDELINES

To apply to the AFC Flag Program, eligible artists **must submit a proposal** to the AFC Flag Committee. Applicants **must first contact the AFC Flag Expeditions Program Officer** prior to developing a proposal. Proposals should be concise and kept to a maximum of 10 pages (in English please) using short paragraphs and bullets.

Proposals must include the following:

- State the expedition objective(s)
- Describe what makes this particular trip special or unique.
- Describe how the destination(s) are ecologically significant, including reference to the habitat(s) and any local rare or endangered species.
- Describe why there is a special need for greater public awareness of the subject of the expedition vs. other endangered species or habitats.
- Describe the type of artwork that will result from this expedition.
- Describe how field studies will be conducted (sketching, photos, etc.).
- Describe the anticipated types of communications, if any, during the actual expedition (e.g. Satellite phone, Internet connection, etc.).
- Describe how exposure will be given to the AFC (exhibits, talks, etc.)
- Provide a schedule (with dates) and a planned route of travel.
- Describe a realistic trip plan with evidence that the people involved have the necessary skills and experience available to direct and carry out the trip plan. Expeditions should be completed within 18 months of the application deadline.
- Describe relevant travel experience.
- Secure the endorsement or involvement of a non-profit conservation organization and describe any plans to support the organization that relate to the expedition.

- Describe educational value and outline specific public education activities relating to the expedition.
- Provide a detailed budget of the trip.
- Provide a deadline for approval (if applicable), i.e. a date by which approval would be required in order for the expedition to occur.

The AFC is developing a Permanent Art Collection for special exhibits promoting its programs. While not a requirement, artists are encouraged to donate an original artwork resulting from their expedition, to the Collection in support of the program.

Eligible applicants will be evaluated on the basis of their ability to provide a clearly articulated proposal covering the above criteria.

ELIGIBILITY LIMITATIONS

To be eligible, applicants must be Signature Members of the AFC whose account(s) is/are in good standing.

PARTICIPANT OBLIGATIONS

Every member selected for participation in the AFC Flag Program must fulfill the following obligations.

- 1) **The expedition must be visually recorded by the following means:**
 - Photographs (35mm slide film or digital (min. 3.2 Mega Pixels))
 - Digital Video footage (if possible).
 - Daily Journal / Field Notebook (writing and sketches)
- 2) **The AFC Flag must be displayed at every reasonable opportunity** throughout the expedition. Photographs of the participants including “trophy-shots” with participants holding the flag prominently should be taken at all key locations during the expedition. Participants may be also required to display corporate sponsor logos or badges on clothing and/or gear.
- 3) **A daily journal must be kept, including a balance of writing and sketches.** Flag Journals and their contents (or parts thereof) will be prominently displayed on the AFC Web site and in other venues as they become available. They will remain the property of the AFC and must be provided by the participant within one month of completing the expedition. The AFC will provide participants with an official “Flag Journal” designed specifically for this purpose. The applicant may also wish to keep a separate, private journal/ diary for his or her own personal use.
- 4) **Upon return from the expedition, copies of all photos and video footage must be submitted to the AFC Flag Committee.** While participating artists will retain the rights to photos and video taken during the expedition, the AFC will receive rights to unlimited use of such material for promotional purposes and in any of its own publications in print, web or other media.
- 5) **The AFC Flag should be signed in permanent ink by the participating artists and returned to the AFC** upon return from the expedition. The Flag will be retired from use.
- 6) **Participants may be requested to participate in a AFC-sponsored event.** At this event, the member may be asked to make a presentation about his/her flag expedition experiences and show samples of artwork created during or as a result of the expedition.
- 7) **A significant public education component is required.** Participants are expected to integrate a significant public education component into their planned activities relating to their expedition subject (e.g. visiting schools while on expedition or a series of lectures after the expedition.)

APPLICATION DEADLINES

The deadlines for submitting proposals are:

- **June 21, 2011**
- **December 21, 2011**

All applications must be submitted in electronic format (via email) by the application deadline. Additionally, one printed version should be mailed and postmarked no later than the application deadline date.

Applicants who are interested in submitting an AFC Flag Program proposal must contact the AFC Flag Expeditions Program Officer prior to developing a proposal.

Be sure to specify the application deadline you are planning to meet.

PROGRAM CONTACTS

For more information, contact the Flag Expedition Program Officer by email:

Yasaman Whiting, Program Officer
ywhiting@natureartists.com

Visit the AFC Web site at www.natureartists.com/flagprogram for more information.

All mail correspondence and proposals should be addressed as follows:

AFC Flag Committee
c/o Artists for Conservation
General Delivery
Clayton, ON
Canada K0A 1P0

Electronic submissions should be emailed to flagexpeditions@natureartists.com

“The AFC Flag Expeditions program uniquely supports artists seeking to explore the world’s remaining true wildernesses and to observe the rare or endangered species that live in those places. The program fosters a broader representation of the world’s biodiversity in art by some of today’s most talented artists.”

— Jeffrey Whiting, President & Founder, Artists for Conservation Foundation