



Artist to Market Program Application Guide

2026

Government of
Northwest Territories

K’áhshó got’jné xədə k’é hederı Ɂedjhtl’é yerınıwę ní dé dúle.
Dene Kádá

ʔerıhtl’ís Dēne Sųtıné yatı t’a huts’elkēr xa beyáyatı theɁą Ɂat’e, nuwe ts’ēn yóftı
Dēne Sųtıné

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Dene Zhatıé

Jıi gwandak ızhıi gınjık vat’atr’ıjghch’uu zhit yınohthan jı’, diıts’at gınohkıı.
Dınjıı Zhu’ Gınjık

Uvanıttuaq ılıtchurısukupku Inuvıaluktun, ququaqłuta.
Inuvıaluktun

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Inuktıtut

Hapkuatıtıqqat pıjmagupkıı Inuıınnaqtun, uvaptınnut hıvajarłutıt.
Inuıınnaqtun

kıspın kı nitawıhtın ē nıhıyawıhk ōma ācımōwın, tıpwāsınān.
nēhıyawēwın

Tłıchq yatı k’éè. Dı wegodı newq dè, gots’o gonede.
Tłıchq

Indigenous Languages
request IndigenousLanguages@gov.nt.ca

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Overview

The Government of the Northwest Territories' (GNWT) Artist to Market Program (AMP) works with national and international partners to create new economic development opportunities for Northwest Territories (NWT) artists to showcase their talents and sell their work to a new audience, either outside or inside the NWT.

AMP aims to:

- Secure opportunities for designated cohorts of artists to showcase their talents and/or sell their work;
- Provide professional development and training to the cohorts to prepare for the opportunity,
- Provide hand-on support and guidance to the artists before, during and after the opportunity;
- Provide funding for artists to participate in the opportunity;
- Facilitate networking opportunities to help artists connect with clients, collaborators, and supporters; and
- Raise the profile of art and fine craft made in the NWT and increase the demand for these works in the marketplace.

How funding is distributed

- Funding decisions are determined by an AMP Selection Committee made up of Industry, Tourism and Investment (ITI) arts programming staff from headquarters and regional offices, as well as a representative from the partner organization.

Who can apply

Applicants must meet all of the following criteria when applying:

- Be in good financial standing with the GNWT;
- Demonstrate that they are an NWT resident and reside in the NWT at the time of application; and
- Be registered in the [NWT Arts Program](#) to exemplify their commitment toward producing art for commercial/economic purposes.

What this funding supports

Expenses that are **eligible** to receive funding include:

- Standard accommodations (with the cohort as much as possible)
- Lowest available airfare, return.
- Travel agent fee (if applicable).
- If artists choose to drive instead of fly, funding will not exceed the lowest available airfare, including:
 - GNWT private car kilometer rates; or
 - Gas reimbursement based on receipts; and
 - Hotel costs while in transit.
- Extra baggage/shipping (related to the project).
- Ground transportation fees (related to the project), including
 - Taxi/public transit to/from home to airport.
 - Taxi/public transit to/from airport to hotel.
 - Taxi/public transit to/from hotel to venue.

What this funding does not support

Expenses that are **not eligible** to receive funding include:

- GST, HST or PST on eligible expenses.
- Per diems, incidentals, salaries, and honoraria.
- Unapproved expenses
- Funding for an artist travel or touring opportunity outside the cohorts curated for AMP.

Available Funding

There are various levels for funding through AMP:

Step 1 Artist: This is the first time the artist has been accepted to AMP.

- 100% of the eligible expenses will be covered through a Contribution Agreement that advances 100% of the amount for quoted airfare and accommodation costs.
- Baggage and ground transportation costs will be reimbursed at 100% based on provided receipts after the project is complete.
- ITI will assist with travel and accommodations arrangements.

Step 2 Artist: This is the second time the artist has been accepted to AMP.

- 75% of the eligible expenses will be covered through a Contribution Agreement that advances 100% of the amount for quoted airfare and accommodation costs.
- Baggage and ground transportation costs will be reimbursed at 75% based on provided receipts after the project is complete.
- Artists will be required to make their own travel and accommodations arrangements.

Step 3 Artist: This is the third time the artist has been accepted to AMP.

- 50% of the eligible expenses will be covered through a Contribution Agreement that advances 100% of the amount for quoted airfare and accommodation costs.
- Baggage and ground transportation costs will be reimbursed at 50% based on provided receipts after the project is complete.
- Artists will be required to make their own travel and accommodations arrangements.

Step 4 Artist: This is the last step possible for an artist to be accepted to AMP. Artists will continue to be funded at this level if they are accepted to participate in AMP.

- 25% of the eligible expenses will be covered through a Contribution Agreement that advances 100% of the amount for quoted airfare and accommodation costs.
- Baggage and ground transportation costs will be reimbursed at 25% based on provided receipts after the project is complete.
- Artists will be required to make their own travel and accommodations arrangements.

Application Process

How to apply

- Applications are accepted on an on-call basis. Deadlines will be specified in the call.
- Submit your completed application and supporting documents through the online application form (the link will be provided in the call).
- If you need help applying, contact your ITI regional office, email nwtarts@gov.nt.ca, or call NWT Arts at 1-877-445-2787

Required supporting documents

Documents that must be submitted directly in the online application are:

- Proof of residency (e.g. utility bill, letter from band, etc)
- 3-5 images of current work that apply directly to the artists current style of work and what they would bring to the AMP opportunity.

Deadlines

- Applications are accepted on an on-call basis. Deadlines will be specified in the call.

To see a list of current calls:

- Visit www.nwtarts.com/artist-opportunities;
- Subscribe to the [NWTArtsTNO Facebook page](#); or
- Sign up for the [NWT arts newsletter](#)

Late applications will not be accepted.

Application processing time and decisions

The AMP Selection Committee, which is comprised of ITI headquarters and regional staff, as well as a representative from the partner organization, will:

- Review the applications using the publicly posted grading rubric.
- Curate cohort recommendations for each AMP opportunity, considering:
 - Step 1 artists that meet the minimum score on the grading rubric will be prioritized over Step 2/3/4 artists.
 - Regional/cultural representation and diversity of disciplines are a priority and will be taken into consideration when establishing the cohorts.

Applicants will be informed if their application has been approved or denied within ten (10) business days of the review of the application.

- If approved, applicants must complete a contribution agreement within **30 days** of receiving notice of approval.
- If declined, applicants will be provided with feedback on their application and asked to apply again in the next intake.

Funding Payment

Applicants approved for funding will receive a contribution agreement that outlines the terms of funding, payment schedule and reporting requirements.

- Chosen Step 2/3/4 Artists: For a contribution agreement to be drafted, these artists will need to develop a budget of eligible expenses, complete with copies of quotes, for approval.
- Chosen Step 1 Artists: Assistance will be provided to develop a budget of eligible expenses for the contribution agreement to include.
- Once a contribution agreement has been received, applicants must sign the agreement and return it to ITI headquarters office at nwtart@gov.nt.ca
- To receive the payment, an account with the GNWT is required and be in good standing.
- Payment will be processed and sent to funding recipients within two to four weeks of the GNWT receiving the signed contribution agreement.
- Applications must be approved before beginning the activity. Expenditures made prior to the date of approval will not be considered.
- ITI will directly pay the registration or market fees associated with the AMP opportunity, this is not a responsibility of, or something that is funded directly to, the chosen artists.

Funding Conditions

Funding recipients must meet the following conditions:

- Funding must be used for the stated purposes in the signed contribution agreement.
- Any changes in part or in full of the contribution agreement must be approved in writing by ITI headquarters arts programming staff prior to changes being made.
- Reporting must be submitted and approved prior to applying for AMP again.

Funding Reporting

Funding recipients must provide financial reporting within **terms of their contribution agreement** after the completion of the project outlining how the funds have been used.

To complete required reporting:

- Fill in the 'Actual Costs' and 'Actual Revenues' fields in the budget section of your application.
- Provide receipts for all the expenses you are claiming as 'Actual Costs'
- Complete the AMP reporting survey.

Appeals

- An applicant who is not satisfied with the decision of the approving authority may appeal to the Deputy Minister who will delegate authority for reviewing the appeal to the appropriate official.
- Appeals must be in writing and received by the Deputy Minister no later than thirty (30) days following the date that the applicant has received notification of the decision.
- The delegated authority may vary or set aside the decision if, in his or her opinion:
 - The applicant has presented new information that materially affects the application and became known to the applicant between the date the completed and signed application was forwarded to ITI and the date the application was reviewed; or
 - It is determined that the provisions of this Policy were not fairly and adequately applied.

Questions

For full program details and how to apply, go to www.nwtarts.com or contact NWT Arts at 1-877-445-2787 or nwtarts@gov.nt.ca