

We are proud of the impact FACTOR funding has at any and every stage of an artist's, company's, or industry-building event's trajectory.

If you've been the recipient of funding, we want to share your story with those who visit factor.ca and/or read our annual reports, newsletters, or social postings.

If you're willing to share your successes to inform and inspire others, please send us words and picture(s) to info@factor.ca, using the instructions below as your guide.

WORDS

- We're flexible as to word count, but think of 100 as a minimum and 250 your maximum
- Should include recent highlights of your career, milestones of your company, or success of your event and how FACTOR investment made a contribution to achieving your goals
- If you have a history of FACTOR support, feel free to speak to your relationship with FACTOR beyond the most recent offer of funding

ILLUSTRATION

- You are welcome to send multiple photo/graphic options – square, portrait, and landscape layouts, company logo or event poster, live or studio – variety assists in use across multiple platforms in different ways (website, socials, newsletters, annual reports)
- Always include **PHOTOGRAPHER CREDIT**
- See below for cropping needs at factor.ca in particular

When visiting the factor.ca homepage, as viewed on desktop, the success story displayed at right varies at random. Example of Blue Moon Marquee as below: while the graphic at the Success Story page will be square (fig. 1), the homepage image (fig. 2) takes a narrower vertical from the centre of the photo. Make at least one of your submitted photos a selection with this cropping in mind.

ORIGINAL SQUARE (fig. 1)



HOME PAGE (fig. 2)

