

RECORD PRODUCT MARKETING SUPPORT PROGRAM CHECKLIST

E-mailed applications: All applications must be emailed to music@mbfilmmusic.ca prior to marketing initiatives starting or expenses being incurred to be eligible. The completed application form, along with support documents, must be delivered via a Dropbox or Google Drive link. The folder should be labelled "Artist Name– Program Applied For", and all documents must be in PDF format. Applications sent in multiple emails will be declined.

First time applicants:

We want to help you create the best application possible. Please set up a one-on-one consultation with us to ensure you understand our programs and all the requirements. Please contact the [Music Programs Coordinator](#) at least 30 days prior to applying.

Please attach the following documentation with this application. Failure to attach all requested information below may result in the application being rejected as incomplete.

- 1. APPLICANT BUSINESS REGISTRATION CERTIFICATE or ARTICLES OF INCORPORATION –**
All applicants to Manitoba Film & Music must be either registered as a business in Manitoba or incorporated in Manitoba. Register or incorporate at the [Companies Office](#). New applicants to Manitoba Film & Music's programs must provide a PDF copy of their registration/articles of incorporation.
- 2. ARTIST BIOGRAPHY AND PRESS KIT –** if not available on website.
- 3. BUDGET –** Please use the Manitoba Film & Music-supplied budget template located [here](#).
- 4. DETAILED MARKETING PLAN -** A comprehensive marketing plan must be included which outlines specific initiatives and goals.
- 5. A COPY OF THE HIRED PROFESSIONAL'S PROPOSAL –** The marketing/radio tracking proposal(s) from the individual or company you have hired.
- 6. LIVE CONCERT DATES –** There must be a minimum of six upcoming live concert dates booked in order to be eligible for funding. These may include, but are not limited to: showcases, live concert tour dates, and festival performances. Hometown concerts and concerts within a 150 km radius of the artist's hometown are not eligible. **Note: All applications are exempt from this requirement due to COVID-19 until March 31, 2023.**
- 7. LINK TO STREAM CURRENT RELEASE**
- 8. APPLICATIONS FOR OTHER PUBLIC FUNDING -** Applicants to Manitoba Film & Music's programs are encouraged to also apply to FACTOR or other relevant funding agencies, and inform Manitoba Film & Music of the requested/confirmed amount. Inquiries to FACTOR may be directed to the agency's regional evaluation coordinator at Manitoba Music, (204) 942-8650.

RECORD PRODUCT MARKETING SUPPORT PROGRAM APPLICATION

Each section must be completed IN FULL. Incomplete applications will be declined. Please ensure that all guidelines have been read and understood prior to completing this application.

PART I – APPLICANT

Please be advised that the minimum age for application to Manitoba Film and Music's programs is 18. In situations where the Artist does not meet the minimum age requirement, a parent or legal guardian may apply on their behalf, providing they agree to the terms and conditions provided in the program guidelines. The parent or legal guardian **must be** a signee on the business registration.

MANITOBA COMPANY/INCORPORATION NAME: _____

Please See Guidelines

REGISTERED MANITOBA BUSINESS
or
INCORPORATED Federal Provincial

ARTIST/GROUP NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

TELEPHONE NUMBER: _____

E-MAIL: _____

STREAMING LINK TO CURRENT RELEASE: _____
(Soundcloud, Bandcamp, etc.) Can also be emailed to music@mbfilmmusic.ca.

COMMUNICATION AUTHORIZATION

The Applicant hereby authorizes and designates the individual(s) listed below to, on behalf of the Applicant, communicate and share information with Manitoba Film & Music, and to be contacted by Manitoba Film & Music, regarding all aspects of this Application, contracts with Manitoba Film & Music, cost reporting, and any other deliverables related to this Application. Manitoba Film & Music will need to be advised in writing if the Applicant wishes to terminate this Communication Authorization or remove/add any individuals:

NAME: _____ INDUSTRY FUNCTION: _____

E-MAIL: _____ TEL: _____

NAME: _____ INDUSTRY FUNCTION: _____

E-MAIL: _____ TEL: _____

PERMANENT GROUP MEMBERS AND HIRED TEAM:

For this program, Manitoba Film & Music requests that you indicate your gender, cultural origin and language of communication below. Completing this information is entirely voluntary. Manitoba Film & Music values diversity and takes it into account when reviewing applications. This information will be kept strictly confidential.

Manitoba Film & Music also uses this information internally for program planning, evaluation and policy development. It will help Manitoba Film & Music identify whether its programs are reaching a diverse and wide range of clients as intended.

NAME	MB RESIDENT (Y/N)	GENDER	FRANCOPHONE (Y/N)	FIRST NATIONS, MÉTIS, OR INUIT DESCENT (Y/N)	CULTURAL MINORITY (Y/N)

Cost reporting up to date for all open files? Yes No N/A

Social Media and Streaming Statistics (Please indicate the number of followers):

Facebook: _____ Instagram: _____ Twitter: _____
 YouTube: _____ Spotify: _____ Soundcloud: _____
 Bandcamp: _____ _____: _____ _____: _____

PART II - PROJECT INFORMATION

- MUSIC CATEGORY:** Hard Rock / Metal / Punk Rock / Pop Folk / Roots
 Please only check one Children's Adult Contemporary Country
 Dance / Electronic Jazz / Blues Classical
 Rap / Hip-Hop Soul / R&B Traditional

ALBUM/EP/SINGLE WHICH MARKETING PLAN IS SUPPORTING: _____

Recording must not have been released more than two years before the application date or, if it has not yet been released, it must be released within six months of the application date to be eligible. If the album/single is not yet released, then recordings must be mastered and ready for release at time of application. **The release of the first single from an EP or album marks the beginning of the two-year eligible release window for that EP or album.** The confirmed release date must be indicated in the application.

WAS THE RECORDING FUNDED BY MANITOBA FILM & MUSIC? Yes No

RELEASE DATE: _____ **STUDIO:** _____
(DD/MM/YYYY)

COMPOSER/LYRICIST: _____

PRODUCER: _____ **LABEL:** _____

PUBLICIST: _____ **PUBLISHER:** _____

MANAGER: _____ **DISTRIBUTOR:** _____

AGENT: _____

PART III - FUNDING INFORMATION FOR MARKETING PLAN

FUNDING PARTICIPANTS:

Applicants to Manitoba Film & Music's programs are encouraged to apply for other funding. If the applicant has received confirmation of funding from other participants, please include the letter of commitment with this application. If not, please list the amount(s) requested from each of the following:

	AMOUNT REQUESTED	APPLICATION NUMBER
FACTOR/MUSICACTION	\$ _____	_____
Canada Council for the Arts	\$ _____	_____
_____	\$ _____	_____
TOTAL REQUESTED FUNDING	\$ _____	

PART IV - BUDGET

Please use the budget template provided by Manitoba Film & Music. The template can be downloaded [here](#).

GST/HST is not an eligible expense. Contact Revenue Canada for information on the GST/HST exemption.

Please note that all music videos must be applied for under the Music Video and Viral Video Program, unless they are advertisements, such as album trailers. Music videos, including live videos, are not eligible under the Marketing Support Program.

Please note that merchandise manufacturing costs are not eligible expenses. Promo CDs can only be included in the budget if Manitoba Film & Music did not cover the cost of manufacturing through the Music Recording Production Fund or if this is a new run of CDs.

PART V - FINANCING PLAN

Please explain how the applicant will pay for the shortfall not covered by Manitoba Film & Music's funding. This may include other public funding sources, personal savings, a business account, etc.

Applications will only be accepted by email to music@mbfilmmusic.ca.

By signing below, the applicant agrees that all information provided at all stages of their agreement with Manitoba Film & Music is true and correct and hereby authorizes Manitoba Film & Music to verify any of the costs reported therein.

APPLICATION SUBMITTED BY: _____

DATE: _____

SIGNATURE: _____

SIGNATURE OF ARTIST (if different than above): _____

DATE: _____

PLEASE NOTE

Applications cannot be processed until all necessary documents are received, and all application information requests are completed.

Applications must be completed on current Manitoba Film & Music-supplied application forms. Self-generated application forms will not be accepted.

Application materials will NOT be returned. All submissions become the property Manitoba Film & Music.

Approval of all applications is at the discretion of Manitoba Film & Music. Manitoba Film & Music may impose modifications to the budget submitted.

It is the applicant's responsibility to inform Manitoba Film & Music of any changes to the original budget, the creative direction or the financing structure of the project in order for the project to remain eligible for funding.

Manitoba Film & Music, regardless of the budget level, will perform a test of invoices and canceled cheques, and this shall include contacting suppliers and/or payees for verification of submitted invoices and costs. Do not include invoices that cannot be verified.