



GUIDELINES FOR APPLICANTS TO THE MUSIC VIDEO AND VIRAL VIDEO FUND

Objectives

To assist in financing and encourage production of original music and viral videos that help promote and market newly-released sound recordings by Manitoba Artists.

Program Requirements for Applicants

Eligible applicants: The applicant must be an artist who is a Manitoba resident. The contact person can be a representative of the artist (e.g. manager, label, grant writer).

Ineligible applicants: Government departments, public agencies or other public institutions, and public or private broadcasting companies are not eligible. Not for profit organizations and charitable ventures are not eligible.

Manitoba residency requirement: A Manitoba resident means an individual who is legally entitled to be and remain in Canada and is currently a resident of Manitoba and has been for not less than three hundred and sixty-five (365) days prior to the date of application to Manitoba Film & Music. In the case of partnerships, a minimum of 50% of the partnership must meet this residency requirement.

Minimum age: Please be advised that the minimum age for application to Manitoba Film & 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 and contract.

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 prior to applying.

Artist/applicant in 'good standing': No new applications will be approved if an applicant or artist has a file overdue and/or is behind in their loan repayments to Manitoba Film & Music. Note: loan repayments are due up to March 31, 2020, and then forgiven.

Business registration and bank information: The applicant must be registered as a business or incorporated in Manitoba. Contact the [Companies Office](#) to register your business name. In the case of applicants under the age of 18, a parent or legal guardian must be a signee on the business registration. This business/incorporation must have a valid Manitoba chequing account to be used for this project.

Other funding: Applicants to Manitoba Film & Music are encouraged to also apply to FACTOR, Canada Council for the Arts, and MUSICACTION if they meet these agencies' eligibility requirements, and indicate the amount applied for on the application. Inquiries to FACTOR may be directed to the agency's regional evaluation coordinator at Manitoba Music, (204) 942-8650.

Currency: All monies indicated are in Canadian dollars.

Video Program Guidelines

Video program details: The Program is comprised of two streams of funding for either a **Viral Video** ("Viral Video Grant") or a **Music Video** ("Music Video Grant"), each of which has different eligibility

requirements as set out below. Financial support for both categories is in the form of a contribution and funds will be disbursed according to a pre-arranged schedule and project reporting requirements.

Music video: Manitoba Film & Music must have invested in the commercially released recording through one of our Juried Music Recording Programs to be eligible to apply for "Music Video" funding. A Music Video Grant may provide up to 50% of the Total Eligible Budget to a project maximum of **\$5000**. Manitoba Film & Music-funded Level 1 Demo recordings are not eligible.

Viral music video: A Viral Video grant can be used to help pay for smaller-budget music videos and may provide up to 50% of Total Eligible Budget to a project maximum of **\$1500**.

Annual Cap: Applicants to the Music Video stream may receive a maximum of \$10,000 in video production grants per Manitoba Film & Music's fiscal year supporting an eligible current release.

Non-Manitoba-Film-&-Music-funded recordings: Manitoba Film & Music will accept applications to the Viral Video program for non-Manitoba-Film-&-Music-funded, commercially released recordings. Non-Manitoba-Film-&-Music-funded artists are eligible for a maximum of one Viral Video application per fiscal year.

Video application details: All applicants must attach a detailed marketing plan providing information on the release and distribution of the music or viral video, as well as outline promotional and touring plans. A detailed budget must be included with your proposal. Applicants must submit the video treatment and the production schedule with their application. This includes all storyboards, script notes, etc., and should give a solid impression of the creative direction of the video.

Video copyright: The artist must own or control the copyright of the video and the master sound recording of the song.

Video Director track record: Director and video production staff must have a demonstrated track record. Director's C.V. must be included with the application.

Current release window: The application must support a commercially released single, EP, or full-length album that is widely available on all major digital music platforms. The application must be received within one year of the recording's release in Canada or no more than six (6) months prior to the release. The release of the first single from an EP or album marks the beginning of the one-year eligible release window for that EP or album. Recordings must be mastered and ready for release at time of application. The confirmed release date must be indicated in the application.

Video release window: The video must be intended for release within 120 days of the date of issue of final payment from Manitoba Film & Music.

Manitoba video production rules: The video director must be a Manitoba resident. In special cases, a non-Manitoban director may be used. However, expenses incurred outside Manitoba will not be considered eligible by Manitoba Film & Music. In addition, the video production must have the following elements:

- a) Manitoba crew
- b) Manitoba video production company
- c) Manitoba shooting location(s)

Deadline for Applications

Application deadline: Fully completed applications must be submitted to Manitoba Film & Music prior to the first day of filming of the proposed video, or before costs are incurred to be eligible. Any costs incurred before the application is submitted will not be acknowledged as expenses for the project.

Applications may be submitted at any time throughout the year.

Emailed applications only: Manitoba Film & Music is only accepting applications by email to music@mbfilmmusic.ca. Applications must be in a downloadable Google Drive or Dropbox folder, and labeled "Artist Name – Program Applied For." All documents must be in PDF format. Application materials will not be returned. All submissions become the property of Manitoba Film & Music.

Application forms: Applications must be completed on current Manitoba Film & Music-supplied application forms. Self-generated documents, such as Word documents or Excel spreadsheets, will not be accepted. Check our website for current edition of applications and guidelines. Incomplete applications will be returned.

Eligible Expenses:

Manitoba costs: Only costs incurred in Manitoba will be eligible.

Eligible expenses: All Manitoba costs directly related to the production of the video are eligible. These expenses must be set out in advance in a budget submitted along with the application, and approved by Manitoba Film & Music. Eligible budget costs include but are not limited to:

- producer
- actors/actresses and musicians (other than principal performers)
- director
- writer
- production designer
- camera crew
- other members of the production team
- film stock, processing and videotape production and post-production facilities
- liability insurance

Funding provided under the Video Program **may not** be used to pay for the following costs, which are considered Ineligible Costs:

- Any expenses incurred outside of Manitoba
- Management and Legal expenses
- Manufacturing and equipment purchases
- GST and HST
- Cash payments over \$150

In-house costs: In-house costs are not accepted as eligible expenses.

Per diems and artist fees: These costs can be paid in cash and submitted for cost reporting purposes on a single receipt per person, for the full amounts paid out. Receipts must be signed by each individual person claiming the per diem and artist fee. Artist fees are capped at \$300 per musician per day, and can be paid, donated, or a combination of the two. Allowable per diem rates are \$45 per day.

Donated Investment: Donated investment will be recognized as an eligible cost. Manitoba Film & Music will recognize up to a maximum of 25% of the final accepted total costs of the project as donated investment. Artist fees may be donated to a maximum of \$300 per day of shooting, and a valid signed receipt must be submitted for cost reporting.

Admin fee: An Administrative Fee is recognized as an eligible cost. Manitoba Film & Music will recognize up to a maximum of 15% of the final accepted total costs of the project or \$1500, whichever is lower, as the Administrative Fee.

Financial Participation

Financing plan: Applicants must demonstrate the financial ability to manage and complete the project based on the budget submitted. A financing plan must be submitted along with the application. The financing plan can consist of a written statement saying how the applicant plans to finance the budget shortfall not covered by Manitoba Film & Music funding or other funds/revenues.

Funding contributions: Applicants must disclose all other sources of financial assistance for the project. Manitoba Film & Music's contribution to the project combined with any other funding, including Government or terrestrial radio programs cannot exceed 100% of the Total Eligible Budget.

Manitoba Film & Music credit and logo: When the video is released, the Applicant agrees to credit Manitoba Film & Music on all physical copies of the video, and/or wherever production credits for the video may be listed. The form of credit will be included in the General Agreement. Please refer to the Downloads section on www.mbfilmmusic.ca for graphics.

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

Project changes: 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.

Final Reporting

Completion report requirement: All invoices/receipts directly related to the project, as well as their corresponding proof of payment, are required to be submitted for the completion of the project.

Manitoba Film & Music accepts only the following as satisfactory forms of proof of payment:

- Copy of the FRONT AND BACK of a cleared cheque or
- Copy of Credit Card statement clearly indicating payee and amount disbursed or
- Copy of Bank Transfer/eTransfer or
- Copy of Money Order

Verification of services: Manitoba Film & Music 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.

Receipt copies: Applicants must keep original copies of receipts submitted with their final reporting. Only photocopies of original receipts should accompany the final reporting paperwork. Any final reports submitted with original receipts will be returned to the applicant for resubmission in the proper format.

Payment types: Cash payments will only be accepted for those expenses that are less than \$150 and are substantiated by receipts from verified vendors. Cash payments to non-verified vendors or in amounts greater than \$150 will not be accepted. Artist Fees of \$300 or less that are paid in cash are exempt from the \$150 payment limit.

Manitoba Film & Music reserves the right to review and amend the Music Video and Viral Video Fund program guidelines at any time.

All required forms are available on the **Manitoba Film & Music** website under [music programs](#).