

## GUIDELINES FOR APPLICANTS TO THE RECORD PRODUCT MARKETING SUPPORT PROGRAM

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### Objectives

This program is designed to assist in all aspects related to the marketing and promotion of Manitoba music recording products both domestically and abroad.

### 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.

## **Marketing Program Guidelines**

**Manitoba Film & Music marketing investment:** Manitoba Film & Music financial participation may be up to 50% of total eligible costs to a maximum of \$10,000 per fiscal year (April 1<sup>st</sup> – March 31<sup>st</sup>). Funds will be disbursed according to a prearranged schedule and satisfactory reporting requirements. Financial participation will be in the form of a contribution. Manitoba Film & Music will allow no more than two marketing grants to be open per applicant at a time.

**Marketing application details:** All applicants must attach a detailed marketing plan including information on your release as well as distribution, promotional and touring (live concert date) plans. A detailed budget must be included with your proposal.

**Non-Manitoba-Film-&-Music-funded releases:** Applications for marketing support for projects that Manitoba Film & Music does not have a financial interest in may be considered, but only after all eligibility criteria have been met or exceeded.

**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 two (2) years 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 two-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.

**Confirmed tour dates required:** A minimum of six confirmed tour dates (live concert dates) must be in place for marketing funding to be approved. **Note: All applications are exempt from this requirement due to COVID-19 until March 31, 2023.**

**Publicist's/Radio tracker's plans inclusion requirement:** All proposals for PR/Publicity/Radio tracker services that are listed in the marketing application must be included with the application package.

## **Deadline for Applications**

**Application deadline:** Fully completed applications must be submitted to Manitoba Film & Music prior to the commencement of this marketing proposal, 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. Incomplete applications will be returned. 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](mailto: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 editions of applications and guidelines. Incomplete applications will be declined.

## **Eligible Expenses**

**Eligible expenses:** All costs directly related to the marketing and promotion of the recording may be eligible. These expenses must be set out in advance in a budget submitted along with the application, and approved by Manitoba Film & Music.

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

**Promo video content:** Components related to music video production, including live videos, are not eligible under the Record Product Marketing Program, but may be eligible for the Music Video and Viral Video Fund (see program guidelines for eligibility requirements). Only video content that is explicitly an advertisement will be allowed under this program (e.g. album trailers).

**Promo tour:** A promotional tour date is a radio, television, or in-store performance supporting a current release. For promotional tours, only travel costs are eligible (artist fees and per diems are not allowed). Promotional tours must include a minimum of six performance dates with no more than seven days in between performances. Performances within 150 km of the artist's hometown are ineligible for funding. A separate budget and a tour itinerary must be submitted for tour costs to be considered eligible.

**Donated investment:** Donated investment will be recognized as an eligible cost, as long as it is supported by an invoice for services. Manitoba Film & Music will recognize up to a maximum of 25% of the final accepted total costs of the project as donated investment.

**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 less, 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:** Manitoba Film & Music's logo must be placed on all marketing and promotional materials produced for this project as credit for funding, and a copy of each item must be submitted with the final reporting documents. Please refer to the Downloads section on [www.mbfilmmusic.ca](http://www.mbfilmmusic.ca) for print ready 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.

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**Manitoba Film & Music reserves the right to review and amend the  
Record Product Marketing Support program guidelines at any time.**

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