



MANITOBA | Musique et Film
Film & Music | MANITOBA

GUIDELINES FOR APPLICANTS TO THE RECORD PRODUCT MARKETING SUPPORT PROGRAM

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.

MFM Program Requirements for Applicants

Eligible applicants: The artist and applicant must be a Manitoba resident. The applicant can be the artist or a representative of the artist (e.g. manager, label).

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 MFM. 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 MFM'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.

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 Manager or Music Programs Administrator 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 MFM.

Business registration and bank information: The applicant must be registered as a business or incorporated in Manitoba. Contact the Business Name Registration Department, 405 Broadway, 10th Floor, (204) 945-2500 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. Personal bank accounts, credit cards, and lines of credit are not permitted.

Other funding: Applicants to MFM must also apply to FACTOR, Canada Council or Musicaction (if they meet these agencies' eligibility requirements) and indicate the amount applied for on the application. Manitoba inquiries to FACTOR may be directed to the agency's regional evaluation coordinator at Manitoba Music (204) 942-8650.

Marketing Program Guidelines

MFM marketing investment: MFM financial participation may be up to 50% of total eligible costs to a maximum of \$10,000 per fiscal year (April 1st – March 31st). Funds will be disbursed according to a prearranged schedule and satisfactory reporting requirements. Financial participation will be in the form of a contribution.

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

Current release window: Recording artists represented in the application must market their project in conjunction with the release of a single, EP, or full album that is distributed by an MFM recognized distributor and is within two (2) years of the album's release, or no more than six (6) months prior to the release. 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.

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 MFM 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.

Hardcopy of applications only: MFM does not accept applications submitted by email.

Application forms: Applications must be completed on current MFM-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 MFM.

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).

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 Kms of the artist's hometown are ineligible for funding.

Donated Investment: Donated investment will be recognized as an eligible cost, as long as it is supported by an invoice for services. MFM 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. MFM 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

Verification of financing: Applicants must demonstrate the financial ability to manage and complete the project based on the budget submitted. This includes written proof of financing for this project, which can be a bank statement or screenshot of the company's business account balance showing enough funds to cover the budget of the project. The screenshot must indicate the name of the company the account belongs to as well as the name of the financial institution.

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

MFM credit and logo: MFM'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 for print ready graphics.

Approvals: Approval of all applications is at the discretion of MFM. MFM may impose modifications to the budget submitted.

Project changes: It is the applicant's responsibility to inform MFM 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.

MFM 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: MFM 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.

Please Note

Please do not use any bindings for your application materials.

Application materials will NOT be returned. All submissions become the property of MFM.

MANITOBA FILM & MUSIC reserves the right to review and amend the Music Recording Production Fund Program Guidelines at any time.

All required forms are available on the **Manitoba Film & Music** website under Music Programs:
www.mbfilmmusic.ca

as well as at our office:
*410-93 Lombard Ave
Winnipeg, MB R3B 3B1*

Hard copies of applications and all supporting documents must be dropped off at, or mailed to, MANITOBA FILM AND MUSIC's office. If you are mailing the application, it must arrive in the office by 5 p.m. on the day of the deadline in order to be eligible. Applications submitted via email will not be accepted.