Music Industry Development (MID) Program

*Financial Report for the* ***MARKETING AND PROMOTION*** *component*

|  |
| --- |
| PROJECT BUDGET |
| Component:  | Marketing and Promotion |
| Applicant Name: | (Applicant Name) |
| Artist / Business Name:  | (If different that Applicant Name) |
| Project Title: | (Project Title) |
| Project Number: | (office use) |

 *\*\*Please note that Expenses and Revenue will not automatically calculate. This is something you must do. Both Expenses and Revenue sections must be filled out or the budget will be incomplete.*

**PROJECT EXPENSES – Covered at 50%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Expense*** | ***Details***  | ***Application Budget*** | ***Approved Expenses*** | ***Completion Budget*** |
| *Branding and Design* | *Add detail* |  |  |  |
| *Consultant Fees* | *Add detail* |  |  |  |
| *Ads and Publicity* | *Add detail* |  |  |  |
| *Publicist Fees* | *Add detail* |  |  |  |
| *Video Production* | *Add detail* |  |  |  |
| *Printing* | *Add detail* |  |  |  |
| *Photography* | *Add detail* |  |  |  |
| *Website Development* | *Add detail* |  |  |  |
| *Radio Tracking* | *Add detail* |  |  |  |
| *Other* | *Add detail* |  |  |  |
| *Other* | *Add detail* |  |  |  |
| *Other* | *Add detail* |  |  |  |
| *Other* | *Add detail* |  |  |  |
| **TOTAL EXPENSES (A)** |  |  |  |
| **TOTAL ELIGIBLE FUNDING (B)** |  *(A) / 2* |  |  |

**REVENUES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Revenue*** | ***Details*** | ***Application Budget*** | ***Approved Revenue*** | ***Completion Budget*** |
| *Applicant’s Investment* |  |  |  |  |
| ***Public Revenue*** |
| *MID Investment* |  |  |  |  |
| *Musicaction/Factor* | *Have you applied / Do you intend to apply? YES NO* |  |  |  |
| *Canada Council* | *Specify here* |  |  |  |
| *Arts NB* | *Specify here* |  |  |  |
| ***Private Revenue*** |
| *Sponsor(s)* | *Specify here* |  |  |  |
| *Crowdsourcing* | *Specify here* |  |  |  |
| *Other* | *Specify here* |  |  |  |
| **TOTAL REVENUE (C)** |  |  |  |
| **TOTAL EXPENSES (A)** |  |  |  |
| **BALANCE (C) - (A)** | *Should be at $0* |  |  |