# New Brunswick Music Industry Development (Mid) Program

## Marketing & Promotion | Working Document 2019-2020

*This working document includes the questions found in the online form. It is for your personal use and should not be submitted with your application.*

Complete the Applicant Profile before applying. If you already have an Applicant Profile, update all relevant information before submitting. Its content will be part of the evaluation process.

Applicant Profile Name:

Email:

### READ BEFORE CONTINUING

Read the GUIDELINES carefully for important information about the criteria and conditions for the Marketing & Promotion Component of the Music Industry Development (MID) Program. These guidelines will help in completing the application form correctly, ensuring that your application for financial assistance is not disqualified.

Required information and materials:

* Completed or updated Applicant Profile
* Detailed proposal, including key objectives, expected outcomes, timelines and milestones;
* Quotes from all service providers;
* CVs or biographies of all relevant team members;
* Project Budget with specific costs and revenues. A template document is available on the Music·Musique NB website;
* Any other information relevant to your project.

### Project Information

* Project Title:
* Project Start / End Date:
* Investment Requested:

### Project Overview

#### Type of initiative: (Choose all that apply)

* Marketing & Promotion of Sound Recording project funded by the MID Program
* Marketing & Promotion of Sound Recording project not funded by the MID Program
* Marketing & Promotion of a Tour
* Video production
* Online advertising Campaign
* Website development
* Publicity and marketing consulting fees
* Professional photography
* Branding and Design
* Printing costs (posters, flyers, business cards. Does not include CDs)
* Radio tracking
* Other: (Specify)

### Project Details

List all team members and significant service providers related to the project.

Upload CV or bios

Upload quotes from service providers

### Budget

If you haven’t done so already, download the Financial Report, fill out the appropriate budget lines, and upload it to the application.

### Statement and Declaration

* I attest that the information included in the Applicant Profile is complete and up-to-date.
* I attest that the applicant is based in New Brunswick, that I have signing authority for the above-named applicant, and that, to the best of my knowledge, the information provided in this application is accurate.