

# NEW BRUNSWICK MUSIC INDUSTRY DEVELOPMENT (MID) PROGRAM

## MARKETING & PROMOTION COMPONENT | 2019-2020

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

### DEADLINES

The three deadlines for the 2019-2020 fiscal year are:

- April 1, 2019 | 11:59 PM AST \*Eligible expenses may be incurred starting April 1, 2019.
- July 3, 2019 | 11:59 PM AST
- November 1, 2019 | 11:59 PM AST

Decisions regarding the application will be communicated a maximum of six (6) weeks after the deadline.

For projects under \$500: There is a rolling deadline and applications can be submitted at any time prior to January 1, 2020. Decisions regarding the application will be communicated a maximum of six (6) weeks after the Application is submitted.

### MAXIMUM INVESTMENT

\$4,000 per application

### MID PROGRAM OBJECTIVES

- Foster the development and growth of the music industry in New Brunswick.
- Ensure that professional artists and music industry professionals have the skills, capacity and tools to succeed in a global and digital environment.
- Encourage the continuous career development of both seasoned and emerging artists.
- Enable the music industry to play a greater role in developing its own talent and in strengthening the industry.
- Enable the music industry to play a greater role in contributing to the economic development of the province of New Brunswick.
- Provide artists, industry professionals and music companies more opportunities to develop while remaining residents of the province.

### COMPONENT OBJECTIVES

- Assist New Brunswick artists, industry professionals and music businesses with the marketing & promotion of music-related content, services and projects.

## TARGETED OUTCOMES

- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Improved brand development and market presence.
- Increased promotional capacity of the applicant.

## APPLICANT ELIGIBILITY

- The Applicant can be an individual, or a registered business with Service NB (for groups and companies). In both cases, applicants must be residents of New Brunswick twelve (12) consecutive months prior to the application.
- For projects intended for artists submitted by companies: projects must be for artists that are residents of New Brunswick twelve (12) consecutive months prior to submitting an application.
- For groups, the majority of members must be residents of New Brunswick.
- Cover bands and tribute bands are not eligible.

**Note:** Government Departments, public agencies or other public institutions, and public or private broadcasters are not eligible to submit applications to this Component.

## ELIGIBLE PROJECTS

Examples of projects:

- Marketing plan development (by a consultant);
- Marketing of a tour or Showcase;
- Social media campaigns;
- Promotion and marketing of Sound Recording. Expenses must be incurred within 18 months from the recording's release date.

The application must be submitted before the start of the project. Projects must be completed by March 15<sup>th</sup>, 2020.

**Note:** Activities involving showcases, live performances, and professional development & business travel are not eligible in this component. Please apply under their respective components.

## ELIGIBLE EXPENSES

- Video production;
- Online advertising and marketing;
- Website development (hosting or other operational expenses are not eligible);
- Publicity, communication and marketing consulting;
- Professional photography;
- Branding and design;
- Printing (posters, flyers, business cards, etc.);
- Radio tracking;
- Radio mail-outs;
- Translation.

Other considerations:

- You may begin incurring eligible expenses as soon as your application has been submitted. Eligible expenses must be incurred between the application submission date and the project end date provided in the application.
- Eligible expenses should be based on fair market prices.
- All services provided in-house by the artist or a member of the group must be charged at verifiable fair market value with no markup. The party providing the service must also be in the business of, or professionally employed to provide such services. Proof may be required.
- As a general rule, the costs related to the services provided by the applicant (e.g. personal recording studio, graphic design, etc), their company or any company related to the applicant may not exceed 25% of the eligible expenses.
- For all other expenses not listed above, please contact the MID Program Officer.

### INELIGIBLE EXPENSES

- Expenses paid in cash without a detailed receipt, or paid through pre-paid methods such as gift certificates, vouchers or credits;
- Retail items (T-shirts, stickers, albums and other merchandise items);
- Artist fees, per diem, travel and accommodation fees;
- Expenses incurred prior to the project application date;
- Donated services (in-kind);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Hosting expenses (e.g. caterer, food, refreshments);
- Expenses not approved in the Project Budget, as provided by the Program Officer upon confirmation of funding

### FINANCIAL CONTRIBUTION AND LEVEL OF FUNDING

The financial contribution is in the form of an investment of up to 50% of eligible expenses, to a maximum of \$4,000 per application.

Though an Applicant may meet all of the eligibility criteria set out in the component, financial contribution is not guaranteed. Financial contribution may also be less than the amount requested. The component is subject to budget availability.

The applicant must ensure that non-public investment sources represent a minimum of 10% of the investment allocation provided by the MID program. For example, if MID investment represents \$5,000, total non-public investment would need to be a minimum of \$500.

Applicants may apply more than once in the course of a fiscal year (April 1 to March 31) as long as the applicant is not in default. The maximum investment that an applicant may receive in a fiscal year for all components combined (excluding the *Sound Recording Component*) is \$10,000.

### APPLICATION PROCESS

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

Once your Applicant Profile is complete, proceed to the application form for this component, submitting all supporting information and materials including:

- 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.

The application must be submitted before the start of the project. Once the application is submitted, it will be reviewed by our Program Officer.

Applicants under 18 years of age must submit a signed Parent or Legal Guardian Consent Form with the application.

Incomplete applications will not be accepted unless prior arrangements have been made with the Program Officer.

Applicants considered in default (e.g. outstanding completion reports from previous projects) cannot apply to any component of the MID program until the issue involving the default status is resolved with the Program Officer.

## EVALUATION CRITERIA & PROCESS

Applications over \$500 are reviewed by a jury of industry professionals and artists, overseen by the Program Agent.

All jury members sign a conflict of interest disclaimer before assessing the applications. The following criteria are used to evaluate the applications:

- Relevance of the proposal;
- Applicant Profile (quality of music/artist roster [for managers, agents and labels], recent activity, social media presence, previous successes, etc.);
- Objectives, expected results and impact on applicant's career;
- Applicant's ability to meet targeted outcomes;
- Presentation and completeness of application;
- Alignment with component objectives.

## REPORTING REQUIREMENTS

The Applicant is required to submit a Completion Report within thirty (30) days following the completion date specified on the application, or from the date the application is approved. The Completion report includes a revised copy of the Project Budget Form, filled with actual expenses along with a written report detailing all relevant outcomes.

Applicants must also provide:

- Examples of all materials and content produced in electronic format (.pdf, .jpg, .png), including posters, flyers, promotional items, brochures, banners, photos, logos etc.;
- Links to videos produced;
- Copies of advertisements or publicity produced (printed ads, social media sponsored posts, etc.)

Electronic copies of all invoices and receipts as well as acceptable proofs of payment in the form of cashed cheques, electronic fund transfers, bank and credit card statements, or other forms of payment such as PayPal, must be submitted with the report.

Any monies (greater than \$50) not spent under the terms of the agreement must be refunded. Should that be the case, please contact the MID Program Officer.

Music·Musique NB reserves the right to carry out audits of projects.

## PAYMENT

75% of the allotted investment is paid in advance when the application is approved and the Funding Agreement has been signed, with the remaining 25% paid upon approval of the Completion Report.

Payment to successful Applicants is done by cheque or direct deposit. The cheque(s) will be made out to the legal name indicated in the Applicant Profile and sent to the provided address.

## TAX

Investments provided under the MID program can be taxable. No T4A tax receipt shall be issued. Please direct all tax-related inquiries to the Canada Revenue Agency (CRA).

## ACKNOWLEDGMENTS

Investments recipients must acknowledge the support of the Government of New Brunswick and Music·Musique NB. Official logos and acknowledgement guidelines will be provided to successful applicants.

## ADDITIONAL INFORMATION

Please ensure that you retain or save a copy of all submitted forms, attachments and emails received for your records.

In the case of disagreement concerning the interpretation of policies and programs, Music·Musique NB and its Board of Directors reserves the right to the final interpretation of the intent and implementation of any program.

## CONTACT

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