*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.*

# marketing & promotion

* Applicant Profile Name
* E-mail

### ✭ 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 investment is not disqualified.

Required information and materials:

* Up-to-date Applicant Profile
* A detailed proposal including key objectives, expected outcomes, target markets, timelines and milestones.
* Quotes from all service providers
* CVs or Bios of all relevant team members
* Project Budget with specific costs expenses and revenues.
* Any other information relevant to your project

*Projects involving Live Performances, Showcases, and Professional Development & Business Travel can be eligible in this component, but expenses not directly related to Marketing and Promotions are not eligible. Please apply under the respective components.*

### PROJECT INFORMATION

* Project Title
* Artist / Business / Group Name
* Project Start Date
* Project End Date

### PROJECT OVERVIEW

* Type of project
  + Marketing & Promotion of Sound Recording project funded by the MID Program
  + Marketing & Promotion of Sound Recording project not funded by the MID Program
  + Development of a marketing plan
  + Marketing & Promotion of a Tour or Showcase
  + 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
* *For projects involving the Marketing & Promotion of a Sound Recording, expenses must be incurred within eighteen (18) months from the Recording’s release date.*
* Provide a detailed narrative proposal including key objectives, expected outcomes, target markets, timelines and milestones.
* How will you measure the success of the project?

### PROJECT DETAILS

* List everyone involved in the project (team members and significant service providers) and their roles.
* Upload their CV or bio.

### PROJECT EXPENSES

#### PROJECT EXPENSES (covered at 50%).

* Branding & Design
* Consultant Fees
* Ads & Publicity
* Publicist Fees
* Video Production
* Printing
* Photography
* Website Development
* Radio Tracking
* Other expenses
* Upload quotes from all service providers (website designer, publicist, etc.) and any other supporting documentation for the budget.

### PROJECT REVENUE

#### PUBLIC REVENUE

* MID Investment. *The maximum eligible amount is automatically calculated and inserted here*.
  + If you would like to request an MID Investment LOWER, than the one quoted above, please indicate the requested amount and the MID Program Officer will adjust your budget accordingly.
* Did you // Will you apply to:
  + FACTOR
  + Musicaction
  + If YES: *Amount Requested*
* Arts NB: Amount Requested
* Canada Council for the Arts: Amount Requested

#### PRIVATE REVENUE

* Applicant's Investment
* Sponsor(s)
* Crowdsourcing
* Other

## The Budget Balance MUST be $0.00. Adjust your budget expenses and/or revenue to continue.

### 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.