

This document contains important information about the criteria and conditions of the [Emerging Artist](#), [Live Performance](#), [Marketing & Promotion](#), [Professional Development & Business Travel](#), [Showcase](#), and [Sound Recording](#) components 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.

In case of discrepancy between this document and the website, this version shall prevail.

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INFORMATION ABOUT THE MID PROGRAM | 2020-2021

DEADLINES

Emerging Artist | Live Performance | Marketing & Promotion

The deadlines for the 2020-2021 fiscal year are:

- **POSTPONED** April 1, 2020 | **May 1, 2020 | 6 PM AST**
- June 1, 2020 | 6 PM AST
- August 4, 2020 | 6 PM AST
- October 5, 2020 | 6 PM AST
- December 7, 2020 | 6 PM AST

Sound Recording

The deadlines for the 2020-2021 fiscal year are:

- March 16, 2020 | 6 PM AST (Eligible expenses can be incurred starting April 1, 2020.)
- July 6, 2020 | 6 PM AST

Professional Development & Business Travel | Showcase

- Rolling deadline. No applications will be accepted after 6 PM AST on February 16, 2021.
- Applications must be submitted at least two (2) business days prior to the departure date and no earlier than six (6) months in advance of travel.

For all components, decisions regarding the application will be communicated a maximum of six (6) weeks after the deadline, or six (6) weeks after application has been submitted when there is no deadline.

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, in strengthening the industry, and 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.

APPLICANT ELIGIBILITY

- The Applicant can be an individual or a registered business with Service NB (for groups and businesses). In both cases, Applicants must be residents of New Brunswick twelve (12) consecutive months prior to the application.
- For projects submitted by businesses intended for artists: The artists must be 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.
- Not-for-profit organisations are only eligible for the **Professional Development & Business Travel**. Please contact the MID Program Officer prior to submitting an application.
- Cover bands and tribute bands are not eligible. Exceptions may be made for blues, classical, jazz or traditional standards. Please contact the MID Program Officer prior to submitting an application.

Government Departments, public agencies or institutions, and public or private broadcasters are not eligible for MID funding. Not-for-profit organisations receiving funding from the Touring and Presenting Program - Touring Component or any other Tourism, Heritage and Culture funding programs are not eligible for MID funding.

FINANCIAL INVESTMENT

The MID program contributes up to 75% of eligible expenses for the **Emerging Artist** component and up to 50% of eligible expenses for **all other components**. For maximum investment amounts and eligible expenses, please see each component's information section.

Though an Applicant may meet all of the eligibility criteria, financial investment is not guaranteed. Financial investment may also be less than the amount requested. Components are subject to budget availability.

The Applicant must ensure that private revenue sources represent a minimum of 10% of the investment allocation provided by the MID program (excluding **Showcase** and **Professional Development & Business Travel**). For example, if the MID investment is \$1,000, the total private investment needs to be a minimum of \$100.

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 **Sound Recording**) is \$10,000.

APPLICATION PROCESS

Complete an [Applicant Profile](#) before applying. If you already have an Applicant Profile, update all relevant information before submitting as its content is part of the evaluation process.

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

- Demo tracks and lyrics;
- Quotes from all service providers (e.g. studio, producer, graphic designer, publicist, etc.);
- Detailed itinerary of live performance dates, including locations and travel days;
- CVs or biographies of all relevant team members;
- Short narrative on how this project will help the Applicant's career;
- Project Budget with specific expenses and revenues;
- Signed contract, agreement or proof of booking;
- Proof of showcase invitation and/or event or conference registration;
- Project Marketing Plan
- Any other information relevant to the project.

The application must be submitted before the start of the project. Once the application is submitted, it will be reviewed by the MID Program Officer prior to the jury process.

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

Incomplete applications or applications received after the deadline will not be accepted, unless prior arrangements have been made with the MID 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 MID Program Officer.

EVALUATION CRITERIA & PROCESS

The following criteria are used to evaluate the applications:

- Quality of submitted material (songs, lyrics, marketing plan, etc.)
- Relevance of the targeted market;
- Applicant Profile (recent activity, quality of music, 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.

Juried component applications are reviewed by a jury of industry professionals and artists, overseen by the MID Program Agent. All jury members sign a conflict of interest disclaimer before assessing the applications.

BUDGET CONSIDERATIONS

- Unless otherwise specified, eligible expenses are covered at 50%.
- 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.
- For all Components (excluding **Sound Recording**): Projects must take place between April 1, 2020 and March 31, 2021. Projects approved in a fiscal year must be completed in the same fiscal year. Failure to submit a Completion Report by the end of the fiscal year could affect the final MID investment.
- For **Sound Recording**: Projects approved for the March 2020 deadline must take place between April 1, 2020 and March 31, 2021. Projects approved for the July 2020 deadline must take place between July 1, 2020 and May 30, 2021.
- Eligible expenses should be based on fair market value.
- All services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant, 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.
- Expenses related to services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant, may not exceed 25% of the eligible expenses.
- Amounts for Per diem, Artist fees and Personal Vehicle Use cannot be increased once approved by the MID Program Officer.
- When the maximum eligible amounts related to meals, per diems and travel are covered at 100% by other public funding programs or signed agreements, the MID program will not provide funding for these expenses.

REPORTING REQUIREMENTS

Successful Applicants are required to submit a Completion Report within thirty (30) days following the completion date specified on the application, or on the date agreed upon with the MID Program Officer. The Completion Report includes a revised copy of the Project Budget, filled with actual expenses along with a report detailing all relevant outcomes.

Final versions of Sound Recordings funded by the MID Program must be submitted with the Completion Report. In the case where the recording is to be manufactured and released into the market after the completion report date, electronic versions of the master audio and graphic files must be included with the Completion Report. Once manufactured, please mail one (1) physical copy of the Sound Recording to the [address below](#).

Electronic copies of all invoices and receipts as well as acceptable proofs of payment in the form of cashed cheque, electronic fund transfer, bank and credit card statement, 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

Once the application is approved and the Funding Agreement has been signed, 75% of the allotted investment is paid to the Applicant. The remaining 25% is paid upon approval of the Completion Report.

Payment to successful Applicants is done by cheque or direct deposit. Payments are made out to the legal name indicated in the Applicant Profile and sent to the provided address.

TAX

Investment 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. Failure to do so could affect the final MID investment. Official logos and acknowledgement guidelines are [provided on the website](#).

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

Music Industry Development (MID) Program
c/o Music·Musique NB
140 Botsford Street, Suite 30
Moncton, NB E1C 4X4

506.383.6171 | mid@musicnb.org

EMERGING ARTIST | 2020-2021

Applicants can receive investment from the Emerging Artist Component only once. If you have previously received funding through this component or if you have released a full-length recording physically or digitally under the Applicant Name, *you are not eligible for this component*. A full-length recording is defined as having a minimum of thirty (30) minutes of play time.

COMPONENT OBJECTIVE

- To assist emerging artists from New Brunswick with the creation of tools and resources to further develop their career path.

TARGETED OUTCOMES

- To produce content for the purpose of providing career development tools and resources for the Applicant.
- To increase the visibility of emerging artists through the resources developed.

DEADLINES

The deadlines for the 2020-2021 fiscal year are:

- **POSTPONED** April 1, 2020 | **May 1, 2020 | 6 PM AST**
- June 1, 2020 | 6 PM AST
- August 4, 2020 | 6 PM AST
- October 5, 2020 | 6 PM AST
- December 7, 2020 | 6 PM AST

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

MAXIMUM INVESTMENT

- \$1,500

PROJECT ELIGIBILITY

Examples of eligible projects:

- Production of a professional demo recording (typically 2-3 tracks);
- Marketing, promotional branding and design;
- Photography;
- Promotional video;
- Other tools and resources designed to enhance the Applicant's career.

ELIGIBLE EXPENSES

Sound Recording Production

- Rehearsal space rental;
- Recording studio time, equipment rental and recording personnel fees;
- Mixing, mastering, artwork, photography, design;
- Hired musicians' fees.

Video Production

- Video shoot and editing;
- Equipment rental;
- Venue rental;
- Other service provider fees.

Publicity, Marketing and Promotion

- Advertising (including digital and social media ads);
- Website development;
- Professional photography;
- Other service provider fees.

Other considerations

- In the event an Applicant intends to self-produce their recording in their own studio, the Applicant must provide examples of similar projects they have contracted with artists other than themselves in order for the expense to be admissible.
- Applicants must hold the rights for materials to be recorded or own the master of the eligible sound recording for which funding is being requested.
- For all other expenses not listed above, please contact the MID Program Officer.

INELIGIBLE EXPENSES

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

LIVE PERFORMANCE | 2020-2021

COMPONENT OBJECTIVES

- Provide investment for domestic and international live performance activities by New Brunswick artists.
- Increase the presence of New Brunswick artists in markets outside the province.

TARGETED OUTCOMES

- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased opportunities for artists to develop their fan base and relationships with media and industry in the targeted market(s).
- Contribute to building touring capacity and sustainability for the artist and their business team.

DEADLINES

The deadlines for the 2020-2021 fiscal year are:

- **POSTPONED** April 1, 2020 | **May 1, 2020 | 6 PM AST**
- June 1, 2020 | 6 PM AST
- August 4, 2020 | 6 PM AST
- October 5, 2020 | 6 PM AST
- December 7, 2020 | 6 PM AST

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

MAXIMUM INVESTMENT

- Domestic tours and live performances: \$5,000 per application
- International tours and live performances: \$7,500 per application

PROJECT ELIGIBILITY

- Minimum number of confirmed dates required at the time of application:
 - Maritimes: three (3) confirmed dates;
 - Canada and/or international market: five (5) confirmed dates.
- Proof of booking for the minimum required confirmed dates must be submitted with the application (contracts, agreements, email or social media conversation between the artist/applicant and the venue/promoter/festival, poster, Facebook event page set up by the venue, etc.)
- A maximum of three (3) dates in negotiation can be submitted with the application. However, the date, city, venue and person with whom the Applicant is corresponding need to be specified (e.g. email from the venue with a signature and/or from an email address such as info@venueName).
- All travel must start and end in New Brunswick. When this is not possible or practical, please contact the MID Program Officer.

A Live Performance application can include a showcase date but you cannot also submit a separate Showcase application for the same showcase(s). The corresponding conference registration or showcase fees are eligible and the official invitation must be included with the application.

ELIGIBLE EXPENSES

- Accommodations: Maximum investment of \$300 per night;
- Per diem (covered at 100%):
 - \$45/person per day in Canada;
 - \$100/person per day for international.
 - Per diems do not require receipts. A proof of payment or a signed a [Payment Declaration Form](#) is required.
- Artist Fees: Maximum investment of \$100 per musician per performance day.
 - For Artist Fees below \$300, use the [Payment Declaration Form](#) as proof of payment. For Artist Fees above \$300 or for hired musicians, an invoice or receipt must be provided;
- Crew fees (tour manager, sound technician, driver, etc.);
- Event registration or application fees (ex: for festivals);
- Promotional material (posters, social media ads, etc.): Maximum investment of 500\$;
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel;
- Personal Vehicle Use (covered at 100%):
 - The rate is \$0.25 per km. This rate includes fuel. No additional gas receipts are needed.
 - Include the [Personal Vehicle Log](#) with your Completion Report as well as a signed [Payment Declaration Form](#) as proof of payment.
- Equipment rental (for touring purposes);
- Travel insurance;
- Project administration fees covered by the MID program can be no more than 10% of eligible expenses. Project administration fees can be for services provided by grant writers, managers, bookers and agents.

Other considerations

- Travel, per diem and accommodations for shows presented within a 100-km radius of the artist's home base are not eligible. Only Artist Fees can be claimed.
- *Tours*: Travel, accommodations and per diem expenses are not eligible for periods beyond four (4) consecutive days off. In the case where the tour is a significant distance from the artist's home base, please contact the MID Program Officer.
- *Single performances*: Travel, accommodations and per diem expenses are only eligible for the travel day before the performance, the day of the performance and the travel day after the performance.
- 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 (CD duplication, T-shirts, stickers and other merchandise items);
- Expenses paid to non-Canadian residents. Some expenses related to international tours, such as sound and lighting technician fees, publicity fees, etc., may be accepted. Please contact the MID Program Officer;
- Expenses incurred prior to the project application date (excluding airfare, accommodation reservation or event registration);
- Web hosting fees;
- Vehicle repairs and vehicle rental expenses for a privately-owned vehicle;
- Hospitality expenses (e.g. caterer, food, refreshments);
- Donated services (in-kind);

- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Expenses not approved in the Project Budget, as provided by the MID Program Officer upon confirmation of investment.

MARKETING & PROMOTION | 2020-2021

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.

DEADLINES

The deadlines for the 2020-2021 fiscal year are:

- **POSTPONED** April 1, 2020 | **May 1, 2020 | 6 PM AST**
- June 1, 2020 | 6 PM AST
- August 4, 2020 | 6 PM AST
- October 5, 2020 | 6 PM AST
- December 7, 2020 | 6 PM AST

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

MAXIMUM INVESTMENT

- \$ 4,000 per application

PROJECT ELIGIBILITY

Examples of eligible projects:

- Marketing plan development (by/with a consultant);
- Marketing and promotion of a Tour or Showcase;
- Social media campaigns;
- Video production;
- Marketing and promotion of Sound Recording. Expenses must be incurred within 18 months from the recording's release date.

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.

ELIGIBLE EXPENSES

- Video production expenses;
- 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;
- For all other expenses not listed above, please contact the MID Program Officer.

INELIGIBLE EXPENSES

- Accommodations, Artist Fees, travel, and per diem;
- Expenses paid in cash without a detailed receipt, or paid through pre-paid methods such as gift certificates, vouchers or credits;
- Retail items (CD duplication, T-shirts, stickers and other merchandise items);
- Web hosting fees;
- Vehicle repairs or vehicle rental expenses for a privately-owned vehicle;
- Donated services (in-kind);
- Hospitality expenses (e.g. caterer, food, refreshments);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Expenses not approved in the Project Budget, as provided by the MID Program Officer upon confirmation of investment.

PROFESSIONAL DEVELOPMENT & BUSINESS TRAVEL | 2020-2021

COMPONENT OBJECTIVES

- Assist artists and industry professionals with expenses associated in participating in domestic and international music industry conferences, trade fairs, business trips and business development missions.
- Assist artists and industry professionals in professional development activities including mentorship and training.

TARGETED OUTCOMES

- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased professional development and training through conferences, workshops, and mentorship.
- Increased skills and knowledge for the music sector as a whole.

DEADLINES

- Rolling deadline. No applications accepted after 6 PM AST, February 16, 2021.
- Applications must be submitted at least two (2) business days prior to the departure date and no earlier than six (6) months in advance of travel.

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

MAXIMUM INVESTMENT

- \$ 3,500 per application

PROJECT ELIGIBILITY

- Applicants must submit one application per event/project.
- All travel must start and end in New Brunswick. When this is not possible or practical, please contact the MID Program Officer.

Projects involving Live performances and Showcases are not eligible in this component. Please apply under their respective components.

ELIGIBLE EXPENSES

- Accommodations: Maximum investment of \$300 per night;
- Per diem (covered at 100%):
 - \$45/person per day in Canada;
 - \$100/person per day for international.
 - Per diems do not require receipts. A proof of payment or a signed a [Payment Declaration Form](#) is required.
- Event registration or application fees;
- Promotional material (posters, social media ads, promo cards, etc.): Maximum investment of 500\$
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel;

- Personal Vehicle Use (covered at 100%):
 - The rate is \$0.25 per km. This rate includes fuel. No additional gas receipts are needed.
 - Include the [Personal Vehicle Log](#) with your Completion Report as well as a signed [Payment Declaration Form](#) as proof of payment.
- Travel insurance.

Other considerations

- Travel, per diem and accommodations for projects taking place within a 100-km radius of the artist's home base are not eligible.
- Travel, accommodations and per diem expenses are only eligible for the travel day before, the day(s) of the event, conference or mentorship, and the travel day after.
- 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 (CD duplication, T-shirts, stickers, and other merchandise items);
- Expenses paid to non-Canadian residents;
- Artist fees;
- Project administration fees;
- Vehicle repairs or vehicle rental expenses for a privately-owned vehicle;
- Expenses incurred prior to the project application date (excluding airfare, accommodation reservation or registration fees);
- Hospitality expenses (e.g. caterer, food, refreshments);
- Donated services (in-kind);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Expenses not approved in the Project Budget, as provided by the MID Program Officer upon confirmation of funding.

SHOWCASE | 2020-2021

COMPONENT OBJECTIVES

- Provide investment for New Brunswick artists presented opportunities to perform in front of industry professionals and delegate buyers during domestic or international industry events, or other eligible events.
- Increase visibility and networking opportunities for New Brunswick artists during industry events or other eligible events.
- Encourage artists to gain experience and knowledge related to showcasing during industry events.

TARGETED OUTCOMES

- Showcase artists to industry professionals and/or delegate buyers during a recognized industry event or other eligible events.
- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased professional development opportunities through conferences, workshops, and mentorship provided at the showcasing event.
- Improved brand development and market preparedness.

DEADLINES

- Rolling deadline. No applications accepted after 6 PM AST February 16, 2021.
- Applications must be submitted at least two (2) business days prior to the departure date and no earlier than six (6) months in advance of travel.

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

MAXIMUM INVESTMENT

- Domestic showcase: \$3,000 per application
- International showcase: \$5,000 per application

PROJECT ELIGIBILITY

- The proposed project is a showcase for regional, national and/or international delegate buyers at recognized industry events, including but not limited to, the East Coast Music Association Festival & Conference, Canadian Music Week, Folk Alliance International, RIDEAU, ROSEQ, and MIDEM.
- In the case of a non-industry event, the proposed project must be a showcase for regional, national and/or international industry professionals and must be approved by the MID Program Officer.
- Applicants must have proof of event invitation and/or confirmation.
- All travel must start and end in New Brunswick. When this is not possible or practical, please contact the MID Program Officer.

Live Performance expenses are not eligible in this component. Please apply under the [Live Performance component](#).

ELIGIBLE EXPENSES

- Accommodations: Maximum investment of \$300 per night;
- Per diem (covered at 100%):
 - \$45/person per day in Canada;
 - \$100/person per day for international.

- Per diems do not require receipts. A proof of payment or a signed a [Payment Declaration Form](#) is required.
- Artist Fees: Maximum investment of \$100 per musician per performance day.
 - For Artist Fees below \$300, use the [Payment Declaration Form](#) as proof of payment. For Artist Fees above \$300 or for hired musicians, an invoice or receipt must be provided;
- Crew fees (tour manager, sound technician, driver, etc.);
- Showcase registration or application fees;
- Promotional material (posters, social media ads, etc.): Maximum investment of 500\$
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel;
- Personal Vehicle Use (covered at 100%):
 - The rate is \$0.25 per km. This rate includes fuel. No additional gas receipts are needed.
 - Include the [Personal Vehicle Log](#) with your Completion Report as well as a signed [Payment Declaration Form](#) as proof of payment.
- Equipment rental (for showcase purposes);
- Travel insurance;
- Project administration fees covered by the MID program can be no more than 10% of eligible expenses. Project administration fees can be for services provided by grant writers, managers, bookers and agents.

Other considerations:

- Travel, per diem and accommodations for shows presented within a 100-km radius of the artist's home base are not eligible. Only Artist Fees are eligible.
- Travel, accommodations and per diem expenses are only eligible for the travel day before the showcase, the day(s) of the showcase and the travel day after the showcase.
- 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 (CD duplication, T-shirts, stickers and other merchandise items);
- Expenses paid to non-Canadian residents. Some expenses related to international showcases, such as sound and lighting technician fees, publicity fees etc. may be accepted. Please contact the MID Program Officer;
- Expenses incurred prior to the project application date (excluding airfare, accommodation reservation or event registration);
- Vehicle repairs or vehicle rental expenses for a privately-owned vehicle;
- Web hosting fees;
- Hospitality expenses (e.g. caterer, food, refreshments);
- Donated services (in-kind);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Expenses not approved in the Project Budget, as provided by the MID Program Officer upon confirmation of investment.

SOUND RECORDING | 2020-2021

COMPONENT OBJECTIVES

- Provide investment for the production of New Brunswick sound recordings.
- Promote the development and growth of the New Brunswick music industry through providing opportunities to create, market and promote New Brunswick sound recordings with market potential.
- Encourage the career development of artists and the emergence of new talent and content.

TARGETED OUTCOMES

- To produce quality musical works from New Brunswick with market potential;
- To make these works accessible to New Brunswick residents and to the world;
- To increase the collaboration between the various links in the music industry chain.

DEADLINES

The deadlines for the 2020-2021 fiscal year are:

- March 16, 2020 | 6 PM AST (Eligible expenses must be incurred starting April 1, 2020.)
- June 1, 2020 | 6 PM AST

Decisions regarding the application will be communicated a maximum of eight (8) weeks after the deadline.

MAXIMUM INVESTMENT

- \$ 6,000 per fiscal year

PROJECT ELIGIBILITY

Examples of eligible projects:

- Full-length albums (30+ minutes)
- Mini albums / EPs (15+ minutes)
- Market-ready singles

Other considerations:

- Applicants must hold the rights for materials to be recorded or own the master of the Sound Recording for which funding is being requested.
- In the case where the Applicant is not the artist, contracts with the artist(s) relating to production and distribution of the album (exclusive sound recording contract, co-production, license, etc.) are required.

ELIGIBLE EXPENSES

Pre-Production

- Facility rental;
- Producer's fees;
- Studio/Recording fees.

Production

- Artist Fees: Maximum investment of \$500 per musician per project.
 - For Artist Fees below \$300, use the [Payment Declaration Form](#) as proof of payment. For Artist Fees above \$300 or for hired musicians, an invoice or receipt must be provided
- Producer;
- Arrangement;
- Recording studio;
- Equipment/Instrument rental;
- Editing;
- Mixing;
- Mastering;
- Song/Content Licensing;
- Artwork;
- Photography;
- Graphic work.

Other expenses

- Accommodations: Maximum investment of \$300 per night
- Per diem (covered at 100%):
 - \$45/person per day in Canada;
 - \$100/person per day for international.
 - Per diems do not require receipts. A proof of payment or a signed a [Payment Declaration Form](#) is required.
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel (Applicant only);
- Personal Vehicle Use (covered at 100%):
 - The rate is \$0.25 per km. This rate includes fuel. No additional gas receipts are needed.
 - Include the [Personal Vehicle Log](#) with your Completion Report as well as a signed [Payment Declaration Form](#) as proof of payment..
- Travel insurance;
- Project administration fees covered by the MID program can be no more than 10% of eligible expenses. Project administration fees can be for services provided by grant writers, managers, bookers and agents.

Other considerations

- Travel, per diem and accommodations for projects taking place within a 100-km radius of the artist's home base are not eligible.
- For projects taking place outside of New Brunswick, eligible expenses are covered at 30% (as opposed to 50%).
- If the Applicant intends to self-produce their recording in their own studio, the Applicant must be able to provide examples of similar projects they have contracted with artists other than themselves in order for the expense to be admissible.
- For all other expenses not listed above, please contact the MID Program Officer.

INELIGIBLE EXPENSES

- Expenses associated to the duplication of the album;
- Expenses paid in cash without a detailed receipt, or paid through pre-paid methods such as gift certificates, vouchers or credits;
- Retail items (CD duplication, T-shirts, stickers and other merchandise items);

- Artist fees paid to non-Canadian musicians;
- Vehicle repairs or vehicle rental expenses for a privately-owned vehicle;
- Hospitality expenses (e.g. caterer, food, refreshments);
- Donated services (in-kind);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Expenses not approved in the Project Budget, as provided by the MID Program Officer upon confirmation of investment.