



Marketing Support Initiative

Export Development Program for Music

Administered by **Music Nova Scotia**

Objective

The objective of the Export Development Program for Music is to expand market opportunities, to increase earned revenue potential and to increase the sale of music products through support for marketing expenses.

Funding

The Export Development Program for Music can fund a non-repayable investment up to a maximum amount of \$7,500.00, which represents 50% of the total eligible budget not to exceed the total cash expenditure or the amount of the cash shortfall. Total combined federal and provincial government funding cannot exceed 75%. Financial need must be demonstrated and substantiated.

Deadlines for 2012

March 15, 2012
June 15, 2012
September 15, 2012
December 15, 2012

IMPORTANT:

Please note that we have transitioned to an online application system. Emailed and paper applications will no longer be accepted. The new online system is easy to use will aid in the administration of the program. Application requirements are outlined starting on page 10 of this document.

<http://musicnovascotia.ca/funding/funding-application>

Contact:

Laura Simpson
Program Officer
Export Development Program
Bringin' it Home
FACTOR Regional Evaluation Coordinator
Music Nova Scotia
(902) 423-6271 ext. 6
(902)4895556 mobile
(902) 423-8841 fax
laura@musicnovascotia.ca
www.musicnovascotia.ca



Communities, Culture and Heritage

The Export Development Program for Music is funded by Nova Scotia Communities, Culture and Heritage. This commitment is made in support of Nova Scotia's Music Sector Strategy. MUSIC NOVA SCOTIA is pleased to work in partnership with the Department to develop and promote our cultural resources for all Nova Scotians.

Program Guidelines

Marketing Support Initiative - MUSIC NS Export Development Program for Music

The Program Guidelines are designed to outline the intent and details of the Export Development Program for Music and to provide answers to questions you may have. Please keep this section as a reference. You do not need to submit this with your Application Form and Project Proposal.

We strongly recommend that you contact the Program Officer to discuss the proposed project before an application is submitted - 902 423-6271 ext. 6, laura@musicnovascotia.ca

Introduction

The Export Development Program for Music (EDP) is designed for artists/groups and industry professionals who demonstrate a potential to succeed in new or non-established markets outside of Nova Scotia and are about to undertake an export project. The program is open to a diverse range of musical styles and cultures throughout Nova Scotia. You do not have to be a member of MUSIC NOVA SCOTIA to apply.

Who is eligible?

All applicants must have held primary residence in Nova Scotia for at least 12 months prior to the application deadline and be an export ready artist/group, exporting artist/group, or industry professional.

Residents of Nova Scotia - You are considered a resident of Nova Scotia if you meet both of the following criteria:

- Primary artist and/or the majority of the group has a permanent address in Nova Scotia
- Primary artist or registered company pays income tax to the Province of Nova Scotia

Export Ready Artists/Groups - You are eligible as an export ready artist/group if you meet all of the following criteria:

- Marketing and business plan
- 1 recording released within the past two years
- Upcoming booking or contract for a current musical production, i.e. live performance; stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.
- Strong professional history
- Independent or established team/infrastructure

Exporting Artists/Groups - You are eligible as an exporting artist/ group if you meet 5 of the 7 criteria:

- Minimum 2 nationally distributed releases. One of these recordings must have been released within the last 24 months.
- Minimum 1 internationally distributed release*
- Minimum 10,000 total unit sales of all recorded music products (5 digital singles count for one unit)
- Airplay, National charting on published charts, video play
- Management/Self-management team with proven history
- History of commitment to touring nationally and/or internationally
- Industry Recognition's (reviews· nominations· awards, etc.)

*Distribution contract MUST be provided with application.

Music Industry Professionals - You are an eligible industry professional if you meet all of the following criteria*:

- Minimum 1 export ready or exporting artist/group, as defined above, on your roster or in your client base
- Own a registered Nova Scotia business that has been in existence and active for at least 1 year

Please note: Industry professionals who operate their business from within Nova Scotia and represent artists from outside of NS are eligible for funding under this program, but funds cannot be directed at artists living outside of NS.

*Exceptions may be made for industry professionals who have established themselves within the Nova Scotia music industry yet have not owned a company for 1 year, and who are not representing an export ready or exporting artist currently yet can demonstrate business experience in export activities.

Ineligible applicants are, but not limited to:

- An emerging artist/group
- Non-profit organization
- Presenter
- School choir
- Project administered or owned by MUSIC NOVA SCOTIA

*Emerging artists, groups, businesses or organizations are eligible for funding under the Nova Scotia Department of Communities, Culture and Heritage's Emerging Music Business Program or other Culture programs. Contact information is listed on the Important Notes page. Emerging Artists are also eligible to apply to the Showcase Initiative component of the EDP.

What will the EDP fund?

All projects must demonstrate financial need in order to be considered and they must meet the program objective.

Eligible projects are, but not limited to:

- Creation of new promotional materials for an export project
- Website development and upgrade
- Marketing campaign for an album or tour
- Client driven market research

Ineligible projects are, but not limited to:

- Marketing campaigns with Nova Scotia as the target market

*Professional Development is an eligible initiative under the Nova Scotia Department of Communities, Culture and Heritage's Grants to Individuals funding program. Contact information is listed on the Important Notes page.

What expenses are covered?

The Program can cover up to a maximum amount of \$7,500.00, which represents 50% of the total eligible budget not to exceed the total cash expenditure or the amount of the cash shortfall.

Eligible expenses are:

- Design
- Printing
- Electronic and paper press kits
- Photography
- Professional services*
- Advertising
- Web maintenance
- Promotional products, i.e. CDs

*If you are requesting funds to assist with the cost of hiring a radio tracker then you **MUST** submit an mp3 of your song via email to laura@musicnovascotia by the appropriate deadline date.

Restrictions to eligible expenses:

- Expenses must be incurred after the date the application is received at the MUSIC NOVA SCOTIA office and before the project end date stated on your application form.
- Total combined federal and provincial **government funding** cannot exceed 75% of the total eligible budget.
- **General administration fee** cannot exceed 15% of the total eligible expenses not to exceed \$2000. Proof of payment is not required.
- In kind contributions will be recognized to a maximum of **25% of the total cash expenditure** excluding the admin fee. MUSIC NOVA SCOTIA will recognize "fair market value" for the donated service(s) provided.
- Marketing of specific recording **must be executed within 18 months after the release date of the recording** in the territory being targeted by the marketing initiative.
- Recordings are to be commercially released and professionally manufactured.

Ineligible expenses:

- Non-Canadian musician(s) fee
- Interest on overdue credit card payment
- Office rent
- Capital cost such as office equipment purchase or vehicle repair
- Office staff wage
- Web site domain fee
- Medical prescription
- Traffic violation
- Costume/wardrobe
- Vehicle rental when using a privately owned vehicle
- Manufacturing of cultural product (including but not limited to CD, DVD and video) except for promotional use
- Domestic recoupable taxes such as GST/HST
- Any recoupable expenses

See Appendix B for more information.

How are the decisions made?

A panel of a minimum of three (3) industry professionals will review your submission. Your application form and the supporting materials should provide all the information the panel needs to know about you and your project.

The categories and values used in your application assessment are:

Export Ready Artist/Group

- 40% Project business/marketing plan - The panel will look at what you plan to do, how you plan to do it, your knowledge of the target market, how you plan to follow up and how this project fits into your overall plan.
- 40% Professional History - The panel will review all of your accomplishments in the business of music, including your live performances, your sales history, and the recognition you have received from the media and the industry.
- 20% Infrastructure - The panel will want to know who is helping you and what kind of experience they have. This team can be members of your group who are taking on the tasks to make this project a success. Also, your ability to provide the other 50% of your project's costs will be assessed.

Exporting Artist/Group

- 35% Project concept - The panel will look at what you plan to do.
- 35% Project plan - The panel will assess the thoroughness of your strategy, knowledge of the target market, investment versus gain, and your follow-up plan.
- 15% Project Team - The panel will want to know the experience of the members of your team and their function.
- 15% Financing - The panel will assess your financial ability to execute plan and realism of budget.

Industry Professionals

- 50% Business/marketing plan - The panel will look at what you plan to do, how you plan to do it, your knowledge of the target market, how you plan to fit this project into your overall plan, and your financial ability to execute the project.
- 50% Professional History - The panel will look for your music business knowledge, which includes your experience in executing marketing and business plans for artists/groups, industry affiliations and recognitions, and any official community involvement. Also, your artist/group roster or client base will be reviewed for exporting and export ready artists/groups and their longevity.

A Few Tips:

- ❖ Do not assume that the panel knows all of the details of your history.
- ❖ It is important as you prepare your application to bear in mind that you are building a case that will demonstrate how your project will meet the program's objective.
- ❖ Clearly state your goal(s) for the project. Music Nova Scotia needs this information in order to establish 'measures of success', and to report the efficacy of the Export Development Program to the province.
- ❖ Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
- ❖ Type and single-space all proposals.
- ❖ Answer all questions in the order listed.
- ❖ Too much information is always better than too little information.
- ❖ Ask past successful applicants about their experience with the program.

Important Notes

- You may submit a maximum of two applications per artist per deadline.
- Incomplete applications will not be reviewed.
- New funding awards cannot be released if you have a Final Report that is overdue.
- You are required to use the budget template provided in the Application Form. Self-formatted budgets will not be accepted.
- Applicants are to submit their standard information, i.e. bio and client list with every application.
- Top applicants will receive investment support until funding for a particular competition runs out. Money left over will be held for the next round.
- Approved applicants are required to sign a Funding Agreement that outlines terms and conditions of funding.
- Approved applicants will receive 75% the approved funding upon the receipt of the signed Funding Agreement and the final 25% upon acceptance of a Final Report.
- Approved applicants are required to submit a Final Report within 60 days of their project end date.
- The Final Report (document available for download on EDP page of website) must include a detailed financial statement of actual revenues and expenses accompanied with original receipts/invoices as supporting documentation (Original receipts/ invoices / canceled cheques can be returned to the recipient upon request).
- Approved applicants will be expected to provide a summation of performance and music product sales and/or new bookings as a direct result of the project.
- Recipients are subject to provincial government audit. Please retain all supporting documentation.
- There are no established annual funding caps, but your program performance history will be considered with each application.
- Projects eligible under the Emerging Music Business Program/Export Development Program for Music will be ineligible under the Department of Communities, Culture and Heritage's Industries Program.
- **It is strongly recommended that the Program Officer be contacted to discuss the proposed project before an application is submitted.**

Requirements for Acknowledging Funding

Music Nova Scotia requires that funding recipients adhere to the following communications guidelines. Acknowledgment and Logo:

Support for this project must be acknowledged through the inclusion of the Music Nova Scotia and Communities, Culture, and Heritage logos in all electronic and print communications material, i.e., brochures and advertising. [The logos can be downloaded here:](#)

http://musicnovascotia.ca/images/MusicNovaScotia_logo_cmyk_border.eps

<http://musicnovascotia.ca/images/cch.eps>

The following is an example of text which may be used in press releases or anywhere a written acknowledgment of funding partners is used, "XYZ Organization/Artist recognizes the support of Music Nova Scotia's Export Development Program under the Department of Communities, Culture and Heritage"

If you are not represented in this program, there may be other sources of financial support targeting you and your type of project. Please contact Music Nova Scotia at 902-423-6271, laura@musicnovascotia.ca or the Culture Division at 902-424-4442, cultaffs@gov.ns.ca for more information.

www.musicnovascotia.ca

www.gov.ns.ca/dtc/culture

Appendix A: MUSIC NOVA SCOTIA Recognized Events

If you are applying to the Export Development Program for Music to travel to an international or national event, please check the list below for events that are recognized by MUSIC NOVA SCOTIA. If your event is not listed, please call the Program Officer to discuss the value of the event you plan to attend.

Domestic events such as

Canadian Country Music Week
Canadian Music Week
CAPACOA
COCA
CONTACT
C.A.F.E
Contact East
East Coast Music Conference
Folk Alliance Canada
Francofete
NXNE
New Music West
OCFF
Pop Montreal
Toronto Urban Music Fest
Western Canadian Music Conference
JUNO's

International events such as

CMJ
MIDEM
NEMO
North American Folk Alliance Conference
POPKOMM
Printemps de Bourges France
SXSW
Western Arts Alliance Conference
WOMEX
The Great Escape

Appendix B: Budget Notes

Please read the Program Guidelines for lists of eligible expenses, restrictions on eligible expenses, and ineligible expenses. The Budget Notes are intended to help you fill out the MUSIC NOVA SCOTIA budget form. If you have any questions, please do not hesitate to call the Program Officer at MUSIC NOVA SCOTIA, 902-423-6271 ext 6 or email laura@musicnovascotia.ca.

NOTE: The "**Total Eligible Budget**" amount reported on the Budget Form (page 5 of the application form) is the amount reported on page 1 of the application form as the "**Total Expense of Project**". [If you report the "Total Cash Expenditure" as your "Total Expense of Project", you will not be accounting for the in-kind total.]

General

- ❖ All figures are estimates, but they should be based on research or quotes.
- ❖ Write all of your figures in **Canadian dollars** and do not include **GST/HST**.
- ❖ **Management commissions** or fees are not an eligible cost for Marketing Support projects.
- ❖ Please detail any items included under the expense budget line "**Other**."

Expenses

- ❖ Expenses incurred to advertise or promote specifically to the **Nova Scotia market** are not export expenses and are therefore not eligible, i.e. advertising in the Chronicle Herald.
- ❖ **Promo product** can include all formats, i.e. CD, DVD, EPK, video, etc. as long as they are not for sale.
- ❖ **Videotaping or filming** production costs are not eligible unless they are created for promotional purposes only, i.e. EPK live performance footage. viral video etc.
- ❖ **Professional Services** includes all people or companies you have hired to work on this project, such as radio promoter, street marketing team, graphic designer, etc.

Contribution From Others

- ❖ If you have applied for other government funding and have not received a response by the time you apply to MUSIC NOVA SCOTIA, write TBA on the amount line of the Contribution From Others section of the Budget.



Marketing Support Initiative - Application Requirements

The information outlined below must be addressed in the documents you submit via the online application system. The budget form given below must be submitted with your application as an attachment. You may not use your own budget form without prior approval from the Program Officer.

Project Proposal, Part 1 - Business and Marketing Plan

In your written proposal include the business plan for your project. This plan needs to present to the panel a clear idea of why you are investing in this project, a sense that you have the ability to capitalize on the opportunity you are creating, and more details regarding the expenses in your budget. The following questions are common ones that the panel will ask in their attempt to understand your strategies and goals. Provide the answers within your written proposal.

FOR ALL PROJECTS

- How does your project fit within your, or your client's, overall business and marketing plans?
- What are your goals and plan of action for this project?
- What is your project specific marketing plan? Include what market(s) will you target and what are the opportunities for you or your client in this market(s)?
- Who are your business partners or contract employees specific to this project? Please indicate which ones are included in the budget.
- What is your Project follow-up plan?
- If you are an industry professional, who you are representing from your roster or client base in this project?

FOR A MARKETING CAMPAIGN FOR TOUR OR ALBUM

- What is your tour or release itinerary? Use the sample chart provided below.

Date	Venue/Event	City	Country	Approx Venue Capacity

FOR MARKET RESEARCH

- What meetings do you have scheduled? Include the name of the person, company and 1-2 sentences on why you are meeting.



Marketing Support Initiative - Project Proposal, Part 2

Professional History

This section is for export ready applicants only. Exporting applicants are required to fill out an Export Qualification Sheet.

In your proposal, provide details on your professional history. This history needs to present to the panel a clear idea of what you have accomplished to date. If you are an artist/group go to Section A and if you are an industry professional or company go to Section B.

SECTION A: FOR ARTISTS/GROUPS

1. What is your **live performance history** for the last 12 months? This history may include venue dates, festivals and showcases. Use the format of the chart provided below.

Month/Year	Venue/Event	City	Country	Approx Venue Capacity

2. What are your **recorded music products sales**? Include retail, off stage and on-line sales in your table. Use the format of the chart provided below and attach a list the songs you sell on-line.

Release Title	Release Date mm/yy	Country	Label/Distributor	Total unit sales to date
For Digital downloads	# songs	n/a	On-line store	Sales to date
All songs sold on-line				

3. What **radio and video play** have you received? Use the format of the table provided below. Include information from published charts only.

Song Title	Name of Station or Program	Format on-line, TV or radio	Highest Chart # if applicable	Year	Country

4. Have you received any **media exposure** and **industry recognition**?

- Please provide copies of media reviews & interviews, especially those from project target market.
- List of industry nominations & awards.

5. Please provide any **other** information you feel demonstrates your success.



SECTION B: FOR INDUSTRY PROFESSIONALS

1. What is your current roster or client base? Outline their level of activity (emerging, export ready or exporting), your relationship, and how long you have performed this role with each. You may include past clients on a separate list if you wish.
2. What industry memberships and affiliations, i.e. committee work and board positions, do you hold?
3. What are your recent **nominations & awards**, if applicable?
4. Have you received any **media exposure** and **industry recognition**? Please provide copies of any media interviews, especially those from the project's target market.
5. Please provide any **other** information you feel demonstrates your success.

Submission checklist:

Have you included the following documents as attachments to your online application?

- Marketing/Business Plan
- Professional History
- Budget Form



Marketing Support Initiative - Project Proposal, Pt. 3 Budget Form

Applicant name: _____

Project Title: _____

<u>Expenses</u>	<u>Details</u>	<u>Cash</u>	<u>Inkind</u>
Advertising			
Promotional Materials			
printing		_____	_____
promo product		_____	_____
duplication		_____	_____
Professional Services	Specify Name:	<u>Cash</u>	<u>Inkind</u>
publicist	_____	_____	_____
radio promoter	_____	_____	_____
graphic designer	_____	_____	_____
web site maintenance	_____	_____	_____
photographer	_____	_____	_____
Market Research	_____	_____	_____
Phone	_____	_____	_____
Mail/courier	_____	_____	_____
Other (please specify)	_____	_____	_____
	_____	_____	_____
Subtotal Expenses	(total cash & in kind columns separately)	_____	_____
		(Cash)	(In kind) Note: cannot exceed 25% of Cash amt.
Administration Fee	(Not to exceed 15% of subtotal cash not to exceed \$2000)	_____	
Total Cash Expenditure	(Subtotal Expenses + admin fee)	\$ _____	
Total Eligible Budget	(Total cash expenditure + In kind total)	_____	
50% Total Eligible Budget		_____	
Cash Shortfall	(total cash expenditure - subttl revenue)	\$ _____	
Request from MNS	(50% Total Eligible Budget not to exceed cash shortfall or total cash expenditure & maximum of \$7500)	\$ _____	

IMPORTANT!
Declaration of Other and Personal Contribution
 Indicate other sources of funding, either from government or private industries.

Name

Amount

\$ _____

\$ _____

\$ _____

\$ _____

If your personal contribution in this project is sizable, where do you plan to find the capital.
