

Marketing Stream

Guidelines

2016-2017

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Program Overview

1. The Marketing stream supports Export-Ready, Developing Artist Level II and Record Labels applicants by contributing to the costs of the marketing and promotion of a Qualifying Album.
2. Music Nova Scotia may provide an investment of 50% of the Total Eligible Budget to a Program maximum (per deadline) of:
 - \$10,000 for Export Ready applicants; and
 - \$5000 for Developing Artist Level II applicants

All applications are subject to possible proration based on the available budget.

Application Deadlines

3. March 15, June 15 (July 15, 2016 only), September 15, December 15
4. First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.
- 5. Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 p.m. on the 15th day – NOT the Monday following the 15th.**

Who Can Apply?

6. Export-Ready Artists, Developing Artist Level II Artists, and Eligible Music Companies.
7. Only the party that controls the commercial release rights and exclusive exploitation rights to the sound recording at the time of application may apply. Typically, this will be:
 - A Nova Scotian Artist, if the Artist is “unsigned” or has not licensed the sound recording to another party. If the Artist is a band that is not incorporated as a company, then an individual member of the Artist band must be the Applicant.
 - A Record Label that has already signed the Artist, or has licensed the sound recording, or has an option to license the sound recording. If the Artist owns the underlying copyright in the masters but has

licensed the sound recording to a Record Label, the Label must be the Applicant.

8. If the Applicant is an Artist, Artist Managers may fill out the Application on behalf of the Artist, but the Artist must be the Applicant.

9. Non-Canadian independent music companies are eligible to apply for Qualifying Releases by Nova Scotian Export-Ready Artists or Developing Artist Level II Artists.

10. Major labels are not eligible to apply.

11. The sound recording must have been Commercially Released no more than twelve (12) months prior to the date of Application.

How to Apply

12. All Applicants should read Music Nova Scotia's Glossary of Standard Terms and Business Policies before starting an application.

13. Required for application (online submissions only)

a) Step #1 – Complete the Applicant Profile webform at least one (1) week prior to submitting an application by following this link:

[Applicant Profile](#)

If you have already completed an Applicant Profile under the previous suite of Music Nova Scotia investment programs you MUST NOT create a new Applicant Profile. However, it is required that you update your pre-existing Applicant Profile at least one (1) week prior to submitting an application. If for any reason you no longer have access to your pre-existing Applicant Profile or if you are unsure if you have created an applicant profile before please contact the Program Manager for renewed access.

b) Step #2 – Complete online application webform by following this link:

[Marketing Support - Export Ready](#)

[Marketing Support - Developing Artist Level II](#)

c) Step #3 – Required attachments to web form:

- A current Marketing Plan, which sets out in detail all the intended activities to be undertaken for your Qualifying Album

14. It is strongly recommended that you contact Music Nova Scotia to discuss your proposed project and the application requirements before you prepare and submit an application.

15. An incomplete application will be deemed ineligible and will not be considered for investment.

Eligible Activities

16. Investment under the Marketing stream can be used to support a range of activities in the marketing and promotion of a Qualifying Album.

17. To be considered a Qualifying Album, the sound recording must:

- Be performed by a Nova Scotian Artist and meet Music Nova Scotia's MAPL criteria for Canadian content (**see Business Policies: MAPL Certification**)
- Be a full-length album of at least six tracks, or include at least 20 minutes of recorded material
- Be comprised of all new, previously unreleased sound recording masters

18. Eligible Activities for the marketing of a Qualifying Album include (but are not limited to):

a) Marketing

- Advertising and publicity campaigns in print, TV, radio and online media
- Digital and social media marketing initiatives
- Lyric videos
- Market research
- Subscriptions to SoundScan
- Promotional appearances by the artist (non-promotional appearances must be supported by the Live Performance stream)
- Production of promotional videos and EPKs
- Production expenses related to an album release party (excluding hospitality costs)
- Website development

b) Radio Promotion

- Purchase of radio ads and promotional campaigns

- Radio tracking

c) Music Video Production

- Hiring of producer, director and editor
- Video production and post-production services

Eligible Costs

19. Applicants are strongly advised to read and understand these sections, and to contact Music Nova Scotia prior to submitting an Application to ensure eligibility of the proposed costs.

20. Music Nova Scotia investment under the Marketing stream will cover 50% of the Total Eligible Budget, to a maximum of \$10,000.00 per Export Ready applicant, and \$5000 per Developing Artist Level II applicant, per Deadline. Applicants may submit only one (1) Application per Deadline.

21. Marketing investment can be used to pay for the cost of marketing initiatives that are specific to the Artist and approved Qualifying Album. Eligible costs can include, for example, publicity, radio tracking, print, radio and TV advertising, and digital and social marketing initiatives. In addition:

a) Generally, and unless otherwise explicitly allowed by Music Nova Scotia, In-house and/or Related Party Transactions are capped at a maximum of 25% of the total Eligible Costs.

b) Printed materials including posters, handbills, and banners are eligible without limit as to number of units or cost.

c) The cost of manufacturing or purchasing Promotional CDs, vinyl LPs, dropcards, USB keys or any other sound recording media format will be allowed at a maximum aggregate number of 500 units. Manufacturing receipts or account statements from the label or distributor showing the cost must be provided at Completion to claim promotional items.

d) Other promotional merchandise, such as T-shirts, buttons and other soft goods, will be allowed at cost. Manufacturing or purchase receipts showing the cost must be provided at Completion to claim all promotional items.

e) Development of significant new Artist-specific web assets (e.g. new website development, addition of e-commerce portal)

f) Ongoing web maintenance costs (such as page re-design, updating content, programming, domain and hosting fees) that are Artist-specific will be recognized at a maximum of \$1,000 per month.

g) A SoundScan subscription is an Eligible Cost as long as it is Artist-specific (such as title reports, venue settlement).

h) Lyric Videos are eligible for investment. There is no limit to the number of Lyric Videos that may require investment.

i) Promotional videos (such as documentaries, EPK material) are eligible.

k) Administration Fees for the Marketing stream are allowed: 15% of total Eligible Costs to a maximum of \$1,000.00 for Export Ready applicants, and \$500 for Developing Artist II applicants.

l) Donated/in-kind services will be recognized for all eligible expenses but are capped at a maximum of 25% of the Total Eligible Budget.

22. Ineligible costs include:

- Costs which are not Artist-specific; such as general company wages, services, supplies, and any other company overhead core cost or expense.
- Any costs for initiatives previously claimed within another Music Nova Scotia supported project.
- Contest prizes, unless they meet the definition of “promotional merchandise” set out above.
- Costs associated with applications for prize or award nominations.

Investment and Payments

23. Music Nova Scotia may award the full amount requested in the Application, but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed expenses, or based on the total amount of investment available, or for any other reason.

24. Applicants to every Music Nova Scotia investment stream must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music Nova Scotia. Music Nova Scotia's contribution plus any other Public Investment cannot exceed 100% of the project's Total Eligible Budget. **See Business Policies: Glossary - Public Investment.**

25. The Music Nova Scotia investment is paid out in two stages:

(1) An Advance equal to 50% of the amount of approved investment is paid out once the application is approved and Music Nova Scotia and the Applicant have executed the investment agreement.

(2) The remainder of the investment is paid out when the Completion Report has been received, reviewed and accepted by Music Nova Scotia.

26. Music Nova Scotia may remove any ineligible expenses from the final Completion Budget. This may lead to a reduction in the final payment, and in some cases it may result in the Applicant having to return a portion of the Music Nova Scotia Advance. Please be sure that your costs are eligible!

Completion Requirements

27. Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the Music Nova Scotia Cost Report, which can be downloaded from the Music Nova Scotia website. Applicants must then upload the Cost Report along with all related payment documentation, then complete and submit all other sections of the online Completion Report.

28. In addition to the completion requirements, to complete the Marketing project the Applicant must provide Music Nova Scotia with verification of a confirmed Commercial Release Date.

29. Completion Reports must be submitted to Music Nova Scotia no later than thirty (30) days after your project has been completed.