

Market Access Guidelines and Application – Artists 2011-12

PURPOSE

The purpose of the Market Access Program is to support Manitoba artists and music industry professionals in attending and enhancing their presence at professionally organized music industry conferences and showcases, in significantly enhancing their access to new markets, and in developing new business relationships through purposely organized showcases.

FUNDING

Applicants may apply for up to 75% of approved expenses. The maximum amount of funding available is \$2000 for Canadian events, and \$3000 for international events. Contributions will be in the form of a grant.

ELIGIBILITY REQUIREMENTS

- The applicant must be a Manitoba resident.
- The application form must be completed in full.
- All requested materials must accompany the application.
- **All approved applicants must maximize complementary funding through other sources such as FACTOR and The Canada Council for the Arts, etc. Applications to other funding bodies must be attached to this application.**

APPLICATION PROCEDURE

- Applications must be submitted at least **30 days** before the event.
- First time applicants are strongly encouraged to meet with the Program Coordinator prior to applying.

ADJUDICATION

- All applications will be subject to an industry review panel comprised of representatives from Manitoba Music, Manitoba Film and Music, and the Manitoba music industry. The review panel recommends the level of Manitoba Music's financial contribution for eligible projects. Final approval rests with Manitoba Music.
- Applications will be adjudicated based on criteria such as: rationale, marketing plan, strength of team, track record, and other professional attributes (music release, tour activity, other funding, etc.)

GRANT PAYMENT

- Approved applicants will receive 75% of the approved funding amount upon execution of the contract and the remaining 25% upon approval of the final report.
- Approved applicants must enter into a contract that specifies the terms of the grant.

REPORTING AND EVALUATION

- All approved applicants must agree to take part in an evaluation of the Market Access Program.
- **All applicants must submit a final report no later than 30 days after the event. Failure to submit the final report will make you ineligible for further funding from Manitoba Music.**

All applications and inquiries can be directed to:

Ruben Ramalheiro, Program Coordinator
Manitoba Music
1-376 Donald Street
Winnipeg, MB R3B 2J2

P: 204.975.4218
F: 204.942.6083
E: ruben@manitobamusic.com

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THE FOLLOWING MUST ACCOMPANY YOUR SUBMISSION (PLEASE USE AS CHECKLIST):

- Legible, signed, and completed Market Access application form
- Completed budget
- Marketing plan including, but not limited to, a detailed rationale for the showcase, a list of contacts in the market, a list of pre-arranged meetings, promotional plans, track record from previous events
- At least two of the following:
 - if invited to showcase, a letter of confirmation from the event organizers
 - evidence of a professional publicist and/or other market development support
 - written confirmation of meetings/showcase invites from labels, publishers, agents, managers
- Copy of recording being supported by this project if not on file
- Proof of residency (copy of valid Manitoba driver's license or current utility bill)
- Tour itinerary (if applicable)
- Application(s) to other funding bodies for this project
- Printed material regarding the event, if unlikely to be known by the review panel

PART A: APPLICANT AND ARTIST INFORMATION

1. Company/Individual Applying: _____
(name on contract and cheques)
2. Artist / Group Name: _____
3. Number of Group Members Attending Event: _____ Number of Manitoba Residents: _____
4. Is Applicant a Manitoba Music Member? ____YES ____NO
5. Contact Person: _____ Phone: _____
Address: _____ City: _____
Prov: _____ Postal Code: _____ Email: _____

PART B: SHOWCASE INFORMATION

1. Event Name: _____
2. Venue and City of Showcase: _____
3. Date of Showcase: _____
4. Will you be registering for the conference? ____YES ____NO
5. Recording that the showcase is supporting: _____
Please check: EP Full-length Album Demo
6. Release Date: _____ Sales to Date : _____
7. Was the recording funded by: MFM: ____ FACTOR: ____ Other: _____

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PART C: MARKETING PLAN

To receive funding through this program, it is imperative that you have a detailed marketing plan. **The following is to serve as a guide for a minimum required marketing plan.** Marketing plans submitted must address the following questions:

1. **Rationale:** How does this conference fit into your overall career development and marketing plans?
2. **Goals:** What are your specific goals in attending this event?
3. **Strategies:** Specifically, what do you plan to do to achieve your goals? Include marketing, promotion, and advertising details, as well as your plan for success at the event.
4. **Contacts:** Who are you meeting with? Who is coming to your showcase? Provide written confirmation of meetings and showcase invites.
5. **Team:** Who are your team members (manager, agent, label, publicist, etc.) and how will they assist your presence at this event?
6. **Track Record:** What has been the outcome of your previous market development events?

Reminder: All applications must include at least two of the following: an official showcase invite, evidence of scheduled meetings and/or confirmed showcase invites, proof of the support of a publicist or other market development support.

PART D: OTHER FUNDING

All approved applicants must maximize complementary funding through other sources. The Manitoba Music contribution to the project combined with other contributions cannot exceed 100% of the total eligible budget. Please indicate your non-recoupable contributions from others:

Name	Confirmed	Amount \$
<input type="checkbox"/> FACTOR Showcase Support Grant	Y___ N___	_____
<input type="checkbox"/> Canada Council: Audience & Market Development Travel Grant	Y___ N___	_____
<input type="checkbox"/> SOCAN Foundation International Showcasing Program	Y___ N___	_____
<input type="checkbox"/> If none of the above, an explanation of ineligibility must be provided		
<input type="checkbox"/> Other Grant Support: _____	Y___ N___	_____
<input type="checkbox"/> Private Funding: _____	Y___ N___	_____
<input type="checkbox"/> Other: _____	Y___ N___	_____
TOTAL CONTRIBUTIONS FROM OTHERS:		_____

Reminder: You must attach a copy of applications to other sources.

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PART E: BUDGET

Marketing and Promotion	
\$ _____	Phone / Fax
\$ _____	Mail / Courier
\$ _____	Design / Printing
\$ _____	Publicist
\$ _____	Advertising
\$ _____	Other _____
A \$ _____	Total Marketing and Promotion

Showcase Expenses	
\$ _____	Vehicle Rental & Fuel (if rental vehicle)
\$ _____	Mileage \$0.36 X _____ km (if personal vehicle)
\$ _____	Travel / Airfare
\$ _____	Freight / Cargo
\$ _____	Equipment Rental
\$ _____	Conference Registration
\$ _____	Insurance (Travel insurance is recommended)
\$ _____	Accommodations
\$ _____	Other _____
B \$ _____	Total Showcase Expenses

Fees / Commissions	
\$ _____	Artist Fees: _____ # musicians X _____ # performances X \$ _____ fee per musician (maximum \$100 per musician and up to a maximum of \$500 per group)
\$ _____	Per Diems: _____ # person(s) X _____ # days X \$ _____ per person (maximum per person: \$45 domestic, \$65 US, \$100 international, event days only)
\$ _____	Technicians: _____ # technicians X \$ _____ fee per technician
\$ _____	Other _____
C \$ _____	Total Fees / Commissions

**Reminder: Copies of all receipts must be provided
for all expenses as part of your final report.**

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PART E: BUDGET (continued)

D	\$	TOTAL EXPENSES (A + B + C)
E	\$	ADMINISTRATION FEE (D x 15%, max \$200)
F	\$	TOTAL BUDGET (D + E)
G	\$	TOTAL CONTRIBUTION FROM OTHERS (Page 3)
H	\$	TOTAL PERFORMANCE INCOME
I	\$	CASH SHORTFALL (F - G - H)
J	\$	ELIGIBLE AMOUNT Lesser of: F x 75% or I or \$2000 (domestic), \$3000 (international)

DECLARATION

Your application will be adjudicated based on the following:

- Rationale for artist attending this event
- Strength of marketing plan
- Strength of team and track record

The following contributes to a strong application:

- Current new music
- Strong rationale for attending showcase/event
- Track record of previous events
- Strength of Team
- Tour or other travel in conjunction with event
- Participation in Manitoba Music professional development events
- Manitoba Music member in good standing

I certify that the statements in this application and the accompanying documentation are true and complete and do not contain a misrepresentation.

Applicant's Signature: _____

Date: _____