

Market Access Guidelines and Application – Industry 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, to a maximum of \$6000 per fiscal year (April 1, 2010 – March 31, 2011). 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. 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 Film and Music, Manitoba Music, and the Manitoba music industry. The review panel recommends the level of Manitoba Music's financial contribution for eligible proposals. Final approval rests with Manitoba Music.
- Applications will be adjudicated based on criteria such as: rationale, marketing plan, strength of team, track record, and strength of artistic roster (music release, tour activity, 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 attending the event, a list of pre-arranged meetings, promotional plans, track record from previous events
- Written confirmation of meetings scheduled with labels, publishers, agents, managers, etc.
- If supporting an artist invited to showcase, a letter of confirmation from the event organizers
- If supporting an artist, a copy of the recording being supported by this project
- Proof of residency (valid Manitoba Driver's License, current utility bill)
- Application(s) to other funding bodies for this event
- Printed material regarding the event, if unlikely to be known by the review panel

PART A: APPLICANT INFORMATION

1. Company/Individual Applying: _____
(name on contract and cheques)
2. Event: _____
3. Number from Company 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: _____
6. Industry Function: ____ Label ____ Agent ____ Talent Buyer
 ____ Publisher ____ Manager ____ Studio Personnel
 ____ Other, please explain: _____

PART B: EVENT INFORMATION

1. Event Name: _____
2. Venue and Location (City) of Event: _____
3. Date(s) of Event: _____
4. Will you be registering for the conference? ____ YES ____ NO

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PART C: AFFILIATED ARTISTS

Please indicate your artist affiliations at this event and your relationship with them.

<u>Artist</u>	<u>Relationship</u>
_____	_____
_____	_____
_____	_____

PART D: MARKETING PLAN

Please attach a **detailed rationale** for your trip. What are your goals in attending this event? Indicate specifically what you plan to do to achieve your goals, and how those goals will improve your business. Some questions to consider when completing this section include:

1. **Rationale:** How does this opportunity fit into your overall career development and marketing plans?
2. **Goals:** What are your specific goals in attending this event?
3. **Strategies:** Please indicate specifically what you plan to do to achieve your goals. Are you registered for the conference? Do you have a trade-show booth? Are you hosting a private event or showcase?
4. **Contacts:** Who are you meeting with? How will they enhance your business?
5. **Roster:** Are any artists you represent showcasing at this event? How will your presence enhance their career development?
6. **Track Record:** What has been the outcome of your attendance at previous events like this?

PART E: OTHER FUNDING

All approved applicants must maximize complementary funding through other sources. The Manitoba Music contribution combined with other contributions cannot exceed 100% of the total eligible budget.

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

Reminder: You must apply to other sources for funding and attach a copy of applications to other sources.

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PART F: BUDGET (continued)

Event Expenses

\$ _____ Per Diems: _____ # person(s) X _____ # days X \$ _____ per person
 (maximum per person: \$45 domestic, \$65 US, \$100 international)
 \$ _____ Travel / Airfare
 \$ _____ Vehicle Rental & Fuel (if rental vehicle)
 \$ _____ Mileage \$0.36 X _____ km (if personal vehicle)
 \$ _____ Accommodations
 \$ _____ Conference Registration
 \$ _____ Other _____

A \$ _____ **Total Event Expenses**
B \$ _____ **Administration Fee** (A x 15%, max \$200)
C \$ _____ **Total Budget** (A + B)
D \$ _____ **Contribution from Others** (Page 3)
E \$ _____ **Cash Shortfall** (C - D)

F \$ _____ **ELIGIBLE AMOUNT**
 Lesser of: **C x 75%** or **E** or **\$2000 (domestic), \$3000 (international)**

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

DECLARATION

Your application will be adjudicated based primarily on your rationale for attending this event.

The following contributes to a strong application:

- Rationale for attending this event
- Strength of marketing plan
- Strength of list of scheduled meetings
- Strength of artistic roster
- Support of other team members
- Track record from previous conference and showcase events
- Trip is in support of a current release
- Applicant has accessed other funding
- Participation in Manitoba Music professional development activities
- Member in good standing of Manitoba Music

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: _____