

Market Access – Corporate Annual Business Travel 2011-12

PURPOSE

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

FUNDING

Applicants may apply for up to 75% of approved expenses. The maximum amount of funding available is \$8000 per fiscal year (April 1 – March 31). Contributions will be in the form of a grant.

APPLICATION PROCEDURE

- Applications must be submitted at least **30 days** before the first trip on the CABT application.
- 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 their eligible budget for each trip upon execution of the contract and submission of a report for the previous trip. 25% of the total contribution will be withheld until approval of a 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 CABT Program.
- **All applicants must submit a final report no later than 30 days after the final event date. 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 St.
Winnipeg, MB R3B2J2
P: 204.975.4218
F: 204.942.6083
E: ruben@manitobamusic.com

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ELIGIBILITY REQUIREMENTS

- The applicant must be a Manitoba company.
- 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.**
- Eligible companies must have completed at least four (4) Market Access trips in the previous fiscal year.
- Applications must include a minimum of four events within the current fiscal year (April 1 - March 31).

- Companies must qualify under one of the following categories:

Record Companies must have created or licensed two full-length albums or the equivalent, which have been commercially released in Canada, one in the 12 months prior to application.

Management Companies must have agreements in writing to manage at least two artists, one of whom is Manitoban, and one of whom has released a commercially-available recording in the 12 months prior to application. The manager must be someone other than the artist.

Agencies must represent at least 10 artists, 5 of whom must be Manitoban.

Music Distributors must exclusively represent 10 albums, 5 of which must be Manitoban.

Music Publishers must have commercially published (released for radio/retail) 10 titles, including 8 in the 12 months prior to application. A catalogue of the above titles along with signed publishing agreements must be submitted with the application.

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

- Legible, signed, and completed application form
- Completed budget
- A detailed marketing plan and rationale for your proposal (per trip/event)
- Proof of Manitoba residency of company owner(s) and/or proof of Manitoba-registered business
- Articles of incorporation or business registration
- Application(s) to FACTOR's Domestic & International Business Development program and/or Canada Council Audience and Market Development Travel Grant for each event

And one of:

- Proof of label releases (product)
- Copy of management agreements
- Copy of agency agreements
- Publisher catalogue / agreements
- Distributor catalogue / agreements

ADDITIONAL NOTES

- All requested materials must accompany the application.
- Only one application is permitted per applicant, per year.
- Affiliated or associated companies or subsidiaries must apply under one application.
- Approved applicants will receive funding based on the cash-flow indicated in the application.

PART A: APPLICANT INFORMATION

1. Company Applying: _____
(Name on contract and cheques)
2. Date of Incorporation / Registration in Manitoba: _____
3. Is Applicant a Manitoba Music Member? _____ YES _____ NO
4. Contact Person: _____ Phone: _____
Address: _____ City: _____
Prov: _____ Postal Code: _____ Email: _____
5. Industry Function: _____ Label _____ Management _____ Agent
_____ Publisher _____ Distributor

PART B: EVENT INFORMATION

1. Event Name/Location: _____ Date: _____
2. Event Name/Location: _____ Date: _____
3. Event Name/Location: _____ Date: _____
4. Event Name/Location: _____ Date: _____
5. Event Name/Location: _____ Date: _____
6. Event Name/Location: _____ Date: _____

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PART C: OTHER FUNDING

All approved applicants must maximize complementary funding through other sources. If ineligible for other funding, an explanation of ineligibility must be provided. 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___	_____

PART D: BUDGET

Event / Location:	Trip #1	Trip #2	Trip #3	Trip #4	Trip #5	Trip #6
Date:						
	Cash Expense	Cash Expense	Cash Expense	Cash Expense	Cash Expense	Cash Expense
Per Diems (\$45 dom, \$65 US, \$100 intl.)						
Travel / Airfare						
Vehicle Rental & fuel (if rental vehicle)						
Mileage (\$0.36/km if personal vehicle)						
Accommodations						
Conference Registration						
Marketing Expenses						
Other _____						
Total Expenses						
Contribution from Other Sources						

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PART B: BUDGET (continued)

TOTAL FOR ALL TRIPS

\$ _____ Per Diems
 \$ _____ Travel / Airfare
 \$ _____ Vehicle Rental & fuel (if rental vehicle)
 \$ _____ Mileage (\$0.36/km if personal vehicle)
 \$ _____ Accommodations
 \$ _____ Conference Registration
 \$ _____ Marketing Expenses
 \$ _____ Other _____

A \$ _____ **Total Event Expenses**
B \$ _____ **Administration Fee** (A x 15%, max \$800)
C \$ _____ **Total Budget** (A + B)
D \$ _____ **Contribution from Others**
E \$ _____ **Cash Shortfall** (C - D)

F \$ _____ **ELIGIBLE AMOUNT**
 Lesser of: **C x 75%** or **E** or **\$8000**

**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 these events.

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
- 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: _____