



Marketing Support

Guidelines

2024/2025

Version 1.1 | Published June 2024

1. Overview

The Marketing Support component of the Music PEI Investment Program supports Artist III, Artist II, Artist I and Record Labels applicants by contributing investment to the costs of the marketing and promotion of a single, EP, LP, or tour. Projects focused solely on asset creation are ineligible.

Music PEI may provide an investment of 80% of the Total Eligible Budget to a Program maximum (per deadline) of:

- \$8,000 per deadline, to a maximum of \$8,000 per year for Artist III applicants
- \$3,500 per deadline, to a maximum of \$7,000 per year for Artist II applicants
- \$2,000 per deadlines to a maximum of \$4,000 per year for Artist I applicants

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

2. Application Deadlines

- July 10th, 2024
- January 31st, 2025

First-time applicants must submit their completed Music PEI Investment Profile at least one (1) week before the application deadline.

Applicants who wish to change levels must submit their Artist Level II or III application no later than fourteen (14) days prior to an application deadline.

Costs incurred prior to submitting an Application will not be considered eligible.

- **Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 p.m. on the 31st day – NOT the Monday following the 31st.**

3. Who Can Apply?

- Artist III, Artist II, Artist I, and Eligible Music Companies.
- 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 Prince Edward Island 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.
- 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.
- Non-Canadian independent music companies are eligible to apply for Qualifying Releases by Prince Edward Island Artists Rated III or II.
- Major labels are not eligible to apply.
- The sound recording must have been Commercially Released no more than twelve (12) months prior to the date of Application.
- **Artists may not submit to Artist I Marketing if they are also submitting an application to Artist I Recording or Artist I Tour Support at the same deadline. Artists may only submit for one stream per deadline.**

4. How to Apply

All Applicants should read Music PEI’s [Glossary of Standard Terms and Business Policies](#) before starting an application.

Application Requirements:

Step 1

- Complete the Investment Profile webform at least one (1) week before applying.
- To complete the Investment Profile, log in to your Music PEI account at www.musicpei.com and fill in the required information.

Step 2

- Complete the online application webform by following one of these links:
 - [Marketing Support - Artist I](#)
 - [Marketing Support - Artist II](#)
 - [Marketing Support - Artist III](#)

Step 3

- Attach a current **Marketing Plan**, which sets out in detail all the intended activities to be undertaken for your release.
- A current **Artist Biography/History**
- A **Guardian Consent Form** if under the age of 18

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

This is a juried component, meaning that all eligible applications will be sent for evaluation to a Music PEI jury that will assess the artistic merit and the viability of the Marketing Plan and overall submission. The jury will be asked to consider whether the Marketing Plan is executable and makes sense, given the artist's resources and what they've accomplished to date.

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)** and the Jury Assessment Preparation Guide for tips on how to better prepare your application.

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

- If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.
- Once the Application is approved, changes to the proposed activities having a budget impact of 25% or less of Eligible Costs may be made without Music PEI pre-approval. All other changes must be approved by Music PEI.

- To receive the full investment, you must complete the activities set out in your Tour Plan, and be able to prove that you incurred the corresponding percentage worth of eligible expenses during the project when you fill out the [Completion Report](#).

5. Eligible Activities & Expenses

Investment under the Marketing Support component can be used to support a range of activities in the marketing and promotion of commercially released full-length sound recordings, EPs, Singles, and Tours.

All Marketing applications must be tied to commercially released music or touring activities.

Applicants are strongly advised to read and understand these sections, and to contact the Program Manager prior to submitting an Application to ensure eligibility of the proposed costs.

The following costs are eligible:

- Digital, Social Media, and Print Advertising.
 - Payments to influencers are eligible costs but are capped at 10% of total eligible costs.
- Radio Tracking Fees
- Publicity Fees
- Project Management Fees
- Photos, Branding, & Design Costs
- Music Video, Lyric Video, and Live Performance video costs.
- Promotional videos (such as documentaries, EPK material) are eligible.
- Printed materials including posters, handbills, and banners are eligible up to 25% of total eligible costs.
- The cost of manufacturing or purchasing Promotional CDs, Booklets, vinyl LPs, dropcards, USB keys, and other promotional merchandise (T-shirts, hats, other soft goods etc) up to 25 units per promotional item. Manufacturing receipts or account statements from the label or distributor showing the cost must be provided at Completion to claim promotional items.
- Development of significant new Artist-specific web assets (e.g. new website development, addition of e-commerce portal).
- Ongoing web maintenance costs (such as page redesign, updating content, programming, domain, and hosting fees) that are Artist-specific will be recognized at a maximum of \$100 per month.
- A SoundScan subscription is an Eligible Cost as long as it is Artist-specific (such as title reports, venue settlement).
- Costs associated with a release show, including venue rental, tech and crew, and hired musician fees. No hospitality costs are permitted.

- Artist travel costs associated with promotional appearances, including airfare, ground transportation, per-diems, and accommodations.
 - Touring is *not* considered a promotional appearance.
- Administration Fees for the Marketing Support component are allowed: 15% of total Eligible Costs to a maximum of \$1,000 for Artist III applicants, and \$500 for Artist II applicants and \$150 for Artist I applicants.
- Donated/in-kind services will be recognized for all eligible costs but are capped at a maximum of 10% of the Total Eligible Budget.
- In-house and/or Related Party Transactions are capped at a maximum of 25% of the total Eligible Costs

6. Ineligible Expenses

All Marketing applications must be tied to commercially released music or touring activities.

The following costs are ineligible:

- Marketing applications for the sole purpose of asset creation are ineligible. Eg: If you intend to solely make a music video or solely create photos and branded assets, that would be an ineligible project. Marketing Support must be applied to an upcoming Qualifying Release.
- 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 PEI supported project.
- Contest prizes, unless they meet the definition of “promotional merchandise” set out above.
- Costs associated with applications for prize or award nominations.

7. How the Applications are Assessed

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)**

This table shows how elements of the project are weighted and scored by the Jury:

MARKETING SUPPORT SCORING RUBRIC		
A	<p><u>Project Concept</u></p> <p>The jury will assess the overview of your project, your SMART goals (Simple, Measurable, Achievable, Relevant, Time-Based), the activities you intend to undertake over the course of this proposed project, and evaluate how your activities will lead you to accomplish your stated goals.</p>	35%

B	<u>Project Execution</u> The jury will assess the specific details of your strategy and your plan to execute the activities you have identified in your project.	30%
C	<u>Project Partners</u> The jury will assess the experience and fit of the members of your team and their role in helping you execute your plan. In addition to industry professionals (management, labels, publicists, publishers, etc.), your team also includes any third party who is helping you accomplish the goals of your project (videographers, social media managers, etc.) Letters of support are helpful for this section. They are not mandatory but they are recommended.	10%
D	<u>Financing</u> The jury will assess your budget and the overall feasibility of your plan	15%
E	<u>Presentation</u> The jury will assess if the answers provided were well-thought-out and answered to the best of the applicant's ability. To what extent did the applicant invest time and effort in completing the application thoughtfully and thoroughly?	10%
F	<u>Gut Feeling</u> After reviewing the application, do you have a strong positive feeling or belief in the potential of this submission? Does the application stand out in a way that makes you intuitively believe it should be awarded?	5%

8. Investment and Payments

- Music PEI 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 costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music PEI investment component must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music

PEI. Music PEI's contribution plus any other Public Investment cannot exceed 100% of the project's Total Eligible Budget. See **Business Policies: Glossary - Public Investment (3.21.0 Other Sources of Investment)**.

- Music PEI may remove any ineligible costs 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 PEI Advance. Please be sure that your costs are eligible.
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a MusicPEI supported project. Please review the **Logo and Acknowledgment Guide (3.10.0)** for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

The Music PEI investment is paid out in two stages:

1. An Advance equal to 75% of the amount of approved investment is paid out once the application is approved and Music PEI 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 PEI.

9. Completion Reporting Requirements

- Applicants must compile and organize all invoices, receipts and Proof of Payment, then enter the amounts being claimed into the Music PEI [Cost Report](#).
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proof of payment must either follow each receipt or invoice or be grouped together at the end of the PDF. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.
- 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](#).

- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and a proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- Cash payments are acceptable for all components under the following conditions:
 - Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
 - Per Diems paid in cash to individual persons must be supported by a Music PEI-provided [Per-Diem Declaration](#) form signed by the payee.
- Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.
- Music PEI reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- In addition to the completion requirements, to complete the Marketing project the Applicant must provide Music PEI with verification of a confirmed Commercial Release Date.
- Completion Reports must be submitted to Music PEI on or before your completion report due date (as stated on your contract).
- If your completion report has not been submitted by the completion report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your completion report is past-due.
- Upon notification, you will have 28 days to submit your completion report to the satisfaction of the Investment Program Manager. Failure to submit your completion report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.