

GUIDELINES FOR APPLICANTS TO THE PROMOTE PROGRAM

Objectives

This program is designed to assist in all aspects related to the marketing, content creation, video production and promotion of Manitoba music recording products both domestically and abroad.

Program Requirements for Applicants

Eligible applicants: The applicant must be an artist who is a Manitoba resident. The contact person can be a representative of the artist (e.g., manager, label, grant writer).

Ineligible applicants: Government departments, public agencies or other public institutions, and public or private broadcasting companies are not eligible. Not for profit organizations and charitable ventures are not eligible.

Manitoba residency requirement: A Manitoba resident means an individual who is legally entitled to be in Canada, to work in Canada and to remain in Canada, is currently a resident of Manitoba and has been for not less than three hundred and sixty-five (365) days prior to the date of application to Manitoba Film & Music. In the case of partnerships or Manitoba corporations, a minimum of 50% of the partnership or company directors must meet these eligibility requirements. If approved for funding, first time applicants are required to provide proof that they meet the residency requirements, however, Manitoba Film & Music reserves the right to ask for proof from all applicants.

If approved for funding, first-time applicants are required to provide proof that they meet Manitoba Film & Music's residency requirements. Proof can be either a bill payment with name and current address, or valid government issued ID with name and address.

Minimum age: Please be advised that the minimum age for application to Manitoba Film & Music's programs is 18. In situations where the artist is a minor, and no younger than 16, a parent or legal guardian may apply on their behalf. In no case shall a member of a group or a band be younger than 16 years old.

First time applicants: We want to help you create the best application possible. Please set up a one-on-one consultation with us to ensure you understand our programs and all the requirements. Please contact the [Music Programs Coordinator](#) prior to applying.

Artist/applicant in 'good standing': No new applications will be approved if an applicant or artist has a file overdue and/or owes money back for a previous grant.

Business registration and bank information: A business registration is not required for the \$5,000 annual Promote cap level. To access the Promote program's \$15,000 annual cap level, the applicant must be registered as a business or incorporated in Manitoba. Contact the [Companies Office](#) to register your business name. In the case of applicants under the age of 18, a parent or legal guardian must be a signee on the business registration. To access the \$15,000 level, the business/incorporation must **also** have a valid Manitoba chequing account to be used for this project.

Other funding: Applicants to Manitoba Film & Music are encouraged to also apply to FACTOR, Canada Council for the Arts, and MUSICACTION if they meet these agencies' eligibility requirements, and indicate the amount applied for on the application.

Currency: All monies indicated are in Canadian dollars.

Respectful workplace: Any applicant seeking funding from Manitoba Film & Music shall maintain the principles of an inclusive and respectful workplace, which includes taking every reasonable step to: (i) cultivate a respectful, inclusive and supportive work culture by promoting awareness and education regarding the prevention of harassment; (ii) provide a safe mechanism for the reporting of incidents or allegations of harassment or inappropriate behavior, while supporting and protecting complainants and victims; and (iii) take action to identify and eliminate workplace harassment in a timely manner. Any applicant found to be in breach of the terms noted above will have any funding awarded revoked and will not be allowed to participate in Manitoba Film & Music-funded programs.

Manitoba Film & Music policy regarding the use of artificial intelligence in applications and funded projects: Manitoba Film & Music's mandate is to support the Manitoba music and film industries and to champion human creativity and meaningful participation in creation of cultural works. While Artificial Intelligence (AI) technologies may offer efficiencies or assist in aspects of production, they also raise ethical, legal, bias-related, and environmental concerns. AI technologies may be trained on unlicensed or copyrighted works and may present risks of copyright infringement. Applicants are responsible for ensuring all underlying rights for their project are secured and the project does not infringe on the rights of third parties.

Projects that are fully generated by AI or by using AI technology are not eligible for funding.

Projects in which the primary creative content (such as the music recording or musical composition, scripts, audiovisual works, images or other core creative elements) is generated by AI without substantial human authorship and participation are not eligible for funding.

Projects that incorporate AI-assisted elements may be eligible for funding where the applicant can provide evidence that:

- the resulting work is fully copyrightable under Canadian law, and
- substantive human authorship, creative decision-making and control can be demonstrated clearly.

Applications that do not meet these criteria will be deemed ineligible.

All use of AI in the creation of a project must be fully disclosed on the application form and in the project's final report. Manitoba Film & Music will assess AI use on a case-by-case basis in accordance with its mandate, program eligibility criteria, and these guidelines. The use of AI in any creative content may affect eligibility.

Manitoba Film & Music reserves the right to request additional information and to decline applications where AI use is inconsistent with these principles.

Promote Program Guidelines

Manitoba Film & Music investment: For applicants with a current Manitoba Film & Music-funded release and who have a registered Manitoba business or corporation, Manitoba Film & Music's financial participation may be up to 60% of the total eligible costs to a maximum of \$15,000 per fiscal year (April 1 – March 31). *Please note the confirmed tour date requirement below.*

For applicants without a current Manitoba Film & Music-funded release and/or who do not have a registered Manitoba business or corporation, Manitoba Film & Music's financial participation may be up to 60% of the total eligible costs to a maximum of \$5,000 per fiscal year (April 1 – March 31).

Funds will be disbursed according to a pre-arranged schedule and satisfactory reporting requirements.

Financial participation will be in the form of a contribution. Manitoba Film & Music will allow no more than two Promote program grants to be open per applicant at a time.

Confirmed tour dates required: Manitoban artists with a Manitoba Film & Music-funded current release are required to have a minimum of 4 confirmed tour dates in order to be eligible for the program maximum of up to \$15,000, otherwise they are only eligible for up to \$5,000. Manitoban artists without a Manitoba Film & Music-funded current release are eligible for up to \$5,000, regardless of number of confirmed tour dates.

Manitoba Film & Music-Funded Produce - Out of Province Artists: Out of province recording artists who have received Manitoba Film & Music funding for their current release are eligible to apply to the Promote program. Manitoba Film & Music's financial participation may be up to 60% of the total eligible costs to a maximum of \$5,000 per fiscal year.

Current release window: If the applicant is seeking Promote funding for an existing recording, the initiatives must support a commercially released single, EP or full-length album that is widely available on all major digital music platforms.

If applying for marketing or video funding for unreleased recordings, the application cannot be received more than six months prior to the release date. If applying for Promote funding for recordings that are already released, the application must be received within two years of the recording's release date in Canada.

Recordings must be mastered and ready for release at time of application, except for Manitoba Film & Music-funded recording projects, which can apply to Promote once the recording process has started, noting any grant payment will be held until the recording masters are delivered to Manitoba Film & Music. The confirmed release date must be indicated in the application.

The release of the first single from an EP or album marks the beginning of the two-year eligible release window for that EP or album.

Promote application details: All applicants must attach a detailed marketing plan, including information on your release, as well as distribution, promotional and touring (live concert date) plans. A detailed budget must be included with your proposal. Applicants who are applying for video production as part of their costs need to include the director's C.V. and a treatment for the video.

Publicist's/Radio tracker's plans inclusion requirement: All proposals for PR/Publicity/Radio tracker services that are listed in the application must be included with the application package.

Video and content copyright: The artist must own or control the copyright of the video and any other content created with the program funding and the master sound recording of the song.

Video Director track record: Director and video production staff must have a demonstrated track record. The director's C.V. must be included with the application.

Video release window: The video must be intended for release within 120 days of the date of issue of final payment from Manitoba Film & Music.

Manitoba music video production rules: Standalone music videos for a single song are eligible for Promote funding. The video director should be a Manitoba resident. In special cases, a non-Manitoban director may be used, as long as they travel here to film. Expenses incurred outside Manitoba will not be considered eligible by Manitoba Film & Music. In addition, the video production must have the following elements:

- a) Manitoba crew
- b) Manitoba video production company
- c) Manitoba shooting location(s)

Content Creation: Content creation for social media, such as live concert clips, behind the scenes videos, and photography can be produced out of province.

Note: Feature-length videos, such as documentaries, are not eligible in this program.

Deadline for Applications

Application deadline: Fully completed applications must be submitted to Manitoba Film & Music prior to the commencement of any initiatives listed in the application, or before costs are incurred to be eligible. Any costs incurred before the application is submitted will not be acknowledged as expenses for the project. Incomplete applications will be returned. Applications may be submitted at any time throughout the year.

Grant management portal applications only: Manitoba Film & Music is only accepting applications through the grant management portal.

Application templates: Applications must be completed on current Manitoba Film & Music-supplied application forms and templates as provided in the grant management portal. Self-generated budget documents or templates will not be accepted. Incomplete applications will be declined.

Eligible Expenses

Eligible expenses: All costs directly related to the marketing, content creation, video production and promotion of the recording may be eligible. These expenses must be set out in advance in a budget submitted along with the application and approved by Manitoba Film & Music.

30-day grace period: Any expenses incurred more than thirty (30) days before the application is submitted will not be accepted.

Project expenses on grants: Expenses cannot be claimed across multiple Manitoba Film & Music grants, be it a salary (or portion thereof), one-time costs, contract work, or any other costs.

Album manufacturing: Album manufacturing costs for products to be sold to the public are not an eligible expense. Manufacturing costs for promo CDs can only be included in the budget if Manitoba Film & Music did not cover the cost of manufacturing through the Produce program or if this is a new run of CDs.

In-house and related party costs: In-house costs are not accepted as eligible expenses. Applicants must disclose all related-party and non-arm's-length transactions in the submitted budget. Related party costs are only accepted if the person has a professional track record in the field of the service being delivered and has a registered business or corporation. Further to this, the expenses are accepted at the discretion of Manitoba Film & Music staff and only if Manitoba Film & Music can establish fair market value for the service being delivered. Related parties must be declared on the application form.

Promo tour: A promotional tour date is a radio, television, or in-store performance supporting a current release. For promotional tours, only travel costs are eligible (artist fees and per diems are not allowed). Promotional tours must include a minimum of four performance dates with no more than seven days in between performances. Performances within 150 km of the artist's hometown are ineligible for funding. A separate budget and tour itinerary must be submitted for promo tour costs to be considered eligible.

Per diems and artist fees: These costs are only eligible as part of a video component. They can be paid in cash and submitted for cost reporting purposes on a single receipt per person, for the full amounts paid out. Receipts must be signed by each individual person claiming the per diem and artist fee. Artist fees are capped at \$300 per musician per day, and can be paid, donated, or a combination of the two. Allowable per diem rates are \$60 per day.

Donated Investment: Donated investment will be recognized as an eligible cost, as long as it is

supported by an invoice for services. Manitoba Film & Music will recognize up to a maximum of 25% of the final accepted total costs of the project as donated investment.

Admin fee: An administrative fee is recognized as an eligible cost. Manitoba Film & Music will recognize up to a maximum of 15% of the final accepted total costs of the project or \$1500, whichever is less, as the Administrative Fee.

Financial Participation

Financing plan: Applicants must demonstrate the financial ability to manage and complete the project based on the budget submitted. A financing plan must be submitted along with the application. The financing plan can consist of a written statement saying how the applicant plans to finance the budget shortfall not covered by Manitoba Film & Music funding or other funds/revenues.

Payments and advances: Funds will be disbursed according to a pre-arranged schedule and subject to satisfactory reporting requirements. The disbursement schedule will be as follows: 60% of Manitoba Film & Music's commitment amount upon the signing of Manitoba Film & Music's funding agreement, and 40% upon the submission and review by staff of your final report, with acceptable proof of payment (cancelled cheques, eTransfer receipts, credit card statements and money orders), and including any deliverables such as written reports, promotional materials, videos, or recordings.

Funding contributions: Applicants must disclose all other sources of financial assistance for the project. Manitoba Film & Music's contribution to the project combined with any other funding, including Government or terrestrial radio programs, cannot exceed 100% of the Total Eligible Budget.

Manitoba Film & Music credit and logo: Manitoba Film & Music's logo must be placed on all marketing, video (where production credits are displayed) and promotional materials produced for this project as credit for funding. A link to any content or videos produced with program funds must be submitted with the final reporting documents. Please refer to the [Resources](#) section on our website for print ready graphics.

Approvals: Approval of all applications is at the discretion of Manitoba Film & Music. Manitoba Film & Music may impose modifications to the budget submitted.

Project changes: It is the applicant's responsibility to inform Manitoba Film & Music of any changes to the original budget, the creative direction or the financing structure of the project in order for the project to remain eligible for funding.

Final Reporting

Completion report requirement: A completed cost report is required to be submitted on a Manitoba Film & Music-supplied template. Artist fees are only accepted on Manitoba Film & Music's supplied artist services invoice template. **Please use your original budget form to track expenses for the project.** Applicants must keep invoices/receipts directly related to the project, as well as their corresponding proof of payment.

Audit: Once Manitoba Film & Music has reviewed the cost report, the costs will be subject to a spot audit. For costs selected for the spot audit, Manitoba Film & Music will require copies of the receipts in question and corresponding proofs of payments.

Manitoba Film & Music accepts only the following as satisfactory forms of proof of payment:

- Copy of the **FRONT AND BACK** of a cleared cheque or
- Copy of Credit Card statement clearly indicating payee and amount disbursed or
- Copy of Bank Transfer/eTransfer or
- Copy of Money Order

Cost reports must be submitted via Manitoba Film & Music's grant management portal. Links to any media funded by the application must be included in your completion report.

Verification of services: Manitoba Film & Music will perform a test of invoices and canceled cheques, and this shall include contacting suppliers and/or payees for verification of submitted invoices and costs.

Receipt copies: Applicants must keep original copies of receipts submitted with their final reporting. Only scans of original receipts should accompany the final reporting paperwork.

Payment types: Cash payments will only be accepted for those expenses that are less than \$150 and are substantiated by receipts from verified vendors. Cash payments to non-verified vendors or in amounts greater than \$150 will not be accepted. Artist Fees of \$300 or less that are paid in cash are exempt from the \$150 payment limit.

**Manitoba Film & Music reserves the right to review and amend the
Promote program guidelines at any time.**

All required forms are available on the **Manitoba Film & Music** website under [music programs](#).