



Digital Marketing Program Guidelines

2020-2021

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Program Overview:

1. The Digital Marketing Program assists Canadian Artists to promote their songs through their own Digital Footprint.
2. Funding for this Program is calculated up to a maximum of twelve hundred dollars.
3. Review of application could take up to four weeks after end date of application.
4. Funding of this program is through the Fray family Foundation and Collective Music Nation.

Application Deadlines:

5. Rolling Deadlines. Applications must be submitted to CMN at least one calendar day in advance of the final closing date.
6. Applicants can submit multiple applications throughout the year

Who Can Apply:

7. All artists that are Canadian or Landed.
8. All Record Labels or Artist Managers may fill out the application, but in this program the Applicant must be the artist in all cases.

How to Apply:

9. Before you apply you must be registered as a member in good standing with The Collective Music Nation.
10. Application is completed through our Membership Portal.

How the Program Works:

11. To qualify you must submit a sample copy (mp3) with words of the three songs you have selected. (French or English)
12. Composing and Publishing must be 75% owned by Canadian content.
13. Bio of Group or Artist.

Eligible Costs:

14. Incurred after the application has been submitted and paid before the final Completion deadline.
15. Bona fide costs paid out-of-pocket by the Applicant to providers that are not employed by or related parties to the Applicant.
16. Paid to Canadians and Canadian owned and controlled companies, for goods and services delivered in Canada. Goods and services purchased from individual Canadians living outside of Canada or Canadian- owned businesses physically located outside of Canada are eligible costs.

Ineligible Costs:

17. Equipment purchases and purchases of capital assets.
18. Taxes that are subject to rebate to the recipient (such as VAT, HST).
19. Musicians' union dues, penalties, fines, pension contributions and any other union-mandated payments.
20. CD, vinyl or other music media manufacturing and duplication costs, except where allowed within the allowance for promotional, not-for sale costs.
21. Donated services for musicians' fees.

Further Information:

22. Costs must be verifiable with invoices, receipts and proof of payment. Unless otherwise noted or explicitly allowed by CMN, proof of payment must be submitted upon Completion, as a condition of funding.
23. Receipts must include:
 - a. The name and address of the organization or individual who provided the goods or services;
 - b. The name of the individual who purchased the goods or service.

- c. The goods or services purchased in detail, such as item description, quantity, unit price, extended price, additional charges and applicable taxes.
 - d. The transaction date (including the dates of service or delivery if applicable).
 - c. No dollar value will be attributable to air miles, frequent flyer points or similar programs. However, CMN may recognize a cash fee charged by the points provider.
 - d. Applicants are urged to ensure that each person traveling is covered by trip cancellation, health/medical and accident insurance appropriate to the length and location of the visit to the country in which any funded travel occurs. If a trip or any portion thereof is canceled such that all or any portion of approved eligible costs is forfeit, the Applicant is required to recover the maximum amount available under its travel insurance. CMN will cover 50% of any remaining non-refundable costs.
24. CMN always reserves the right to allow, disallow, or modify costs. It is advisable to discuss any significant changes to your budget before Completion. If you are uncertain about the eligibility of a cost, please contact CMN before incurring that cost. For a project and costs to remain eligible, Applicants must notify CMN immediately of any significant change to the original application or budget submitted. A significant change would be one that impacts more than 25% of the budget.

Funding and Payments:

- 25. Applicants to every CMN program must declare any other public funding received or expected to be received toward the same project costs they are claiming to CMN. CMN's contribution plus any other public funding cannot exceed 100% of the project's total eligible budget.
- 26. To receive CMN funding, you must submit banking information for direct deposit.
- 27. If the amount of CMN funding offered is \$1,200 or less, CMN may issue an advance of 100% of the offered amount. If the offer exceeds \$1,200, CMN may issue an advance payment of 50% of the approved funding request. A final payment will be issued for the balance of the approved funding request after a Completion has been received, reviewed and accepted by CMN.

Project Completions:

28. Once submitted to CMN, the Completion will be deemed by CMN to be your true, accurate, and final accounting, and may not be unsubmitted, amended or deleted.
29. Applicants should retain all their invoices, receipts, and proofs of payment for seven years for CMN and Revenue Canada taxation purposes.

Notification:

30. Applicants will be notified by email when the results are available. Results are not released over the telephone.

Acknowledgment of CMN support:

31. Grant recipients must include visual acknowledgement of CMN support in all of their promotional materials, advertising and programs of performances or works related to the grant. Further information for these guidelines will be supplied upon your approval.