

## Digital Marketing Component Guidelines 2019-2020

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### Eligible Activities

1. This component is intended to fund projects that improve the accessibility of Canadian music to the public via digital platforms, and to develop the infrastructure and capacity of Canadian digital music markets.
2. Innovative projects with direct market development consequences for Canadian artists and music entrepreneurs are preferred.
3. Projects to develop, produce or market web platforms, games, digital music services, mobile applications or other interactive projects may be eligible, provided that they are designed to benefit, and involve participation by, multiple copyright holders. For example, a mobile application designed to feature one artist or one label would not be eligible. However, an application that features and promotes an entire genre, or a collective of artists and labels, may be eligible provided that multiple copyright owners have agreed to participate at the time the application is submitted.
4. **Applicants must submit:**
  - a. A proposal describing the initiative, the team producing it, and the outcomes it will create for participating Canadian artists and music entrepreneurs;
  - b. A marketing plan for the project;
  - c. A budget detailing all expenses and revenue streams for the project;
  - d. Production quotes from third-party sources should be provided in the “additional information” section of the application if these expenses form part of the project budget;
  - e. Documentation from multiple copyright holders (including artists and/or music companies) evidencing their agreement to participate in the initiative;
  - f. For products that are being released (i.e. apps and games) a distribution plan; and
  - g. For products already released, the application should include relevant sales, downloads or other analytical data.
5. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

### Funding Limits

6. Funding under this component is at 75% of the Total Eligible Budget to a maximum of \$50,000 per year. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

## Eligible Costs

7. The Eligible Costs in this section are specific to the Digital Marketing component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
8. **Eligible costs in this component can include:**
  - development
  - graphic design
  - programming
  - beta testing
  - consultation fees
  - database development
  - multi-media development
  - marketing
9. Staff salaries may be claimed if they constitute labour directly attributable to the project/event and are actual, verifiable, directly related to the activities of the initiative and charged at real cost with no mark-up.
10. Ineligible costs include equipment purchase and general operating costs not related to the specific project.

## Component Completion

Please review the [Completion Guide](#) for detailed instructions.

11. For every component of the project, Applicants must compile and organize all invoices, receipts and proofs of payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online completion (including Component Information, Budget).
12. The Component Information submitted must include a report with specific outcomes for the artists who participate.