



## Marketing Component Guidelines 2024-2025

### Eligible Activities

1. The Marketing component funding supports a range of activities in the marketing and promotion of a FACTOR-funded qualifying album.
2. To be considered a qualifying album, the sound recording must:
  - Be performed by a Canadian artist and meet FACTOR's MAPL criteria for Canadian content (see [Business Policies: MAPL Certification](#));
  - Be made up of at least six tracks with a total running time of more than 20 minutes of music, either packaged as one album, or as a [track equivalent album](#) (a series of singles or EPs that will be released within a 12-month period);
  - Consist of all new, previously unreleased sound recording masters; and
  - Have no more than 50% French lyrics. The lyrics may otherwise be in English or any language other than French. French-language sound recordings may be supported by [Musicaction](#).
3. Typical marketing activities funded under this component include (but are not limited to):
  - Advertising and publicity campaigns in print, TV, radio, and online media;
  - Digital and social media marketing initiatives;
  - Promotional appearances by the artist;
  - Production expenses related to an album release party (excluding hospitality costs).
4. Non-promotional live appearances, the production of video content, and commercial radio advertising are funded under the [Tour Support](#), [Video](#), and [Radio Marketing](#) components, respectively.
5. You are obligated as a condition of funding to include appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for instructions. Failure to provide appropriate logos and acknowledgment could result in a loss of some or all funding.

### Eligible Costs - Marketing

6. The eligible costs in this section are specific to the Marketing component. Please also review the Eligible Costs section in the [Program Guidelines](#).
7. FACTOR funding under the Marketing component will cover 50% of the total eligible budget, to the program maximum.
8. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
9. Marketing funding is used to pay for the cost of marketing initiatives that are specific to the artist and approved qualifying album. Eligible costs can include, for example, publicity, radio tracking, print, radio and TV advertising, development of web assets, and digital and social marketing initiatives. The following expenses are eligible:
  - a. Printed materials including posters, handbills, and banners without limit as to number of units or cost;
  - b. The cost of manufacturing or purchasing promotional CDs, vinyl LPs, dropcards, USB keys, or any other sound recording media format at a maximum aggregate number of 500 units. Manufacturing receipts or account statements from the label or distributor showing the cost must be provided at Completion to claim promotional items;
  - c. Other promotional merchandise, such as t-shirts, buttons, and other soft goods, at cost. Manufacturing or purchase receipts showing the cost must be provided at Completion to claim all promotional items;
  - d. Ongoing web maintenance costs (such as page re-design, updating content, programming, domain and hosting fees) that are artist-specific at a maximum of \$1,000 per month;
  - e. A Luminare subscription if it is artist-specific (such as title reports, venue settlement);

- f. Costs incurred by a third-party distributor and charged back to the recipient's account, provided that the recipient submits (a) an itemized list of expenses incurred, along with a detailed accounting of the charge-backs (supplier name, invoice date, invoice number, dollar amount, purpose of item) and (b) if requested by FACTOR, all of the required delivery materials and supporting documentation that would be demanded of the Recipient as if it had incurred those costs out-of-pocket, such as invoices, receipts, and proofs of payment;
  - g. Graphic design for digital or print assets, merchandise, and promotional materials;
  - h. Fees associated with song remixes; and
  - i. Marketing consultants contracted to plan and execute a marketing campaign.
10. In-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In addition:
- a. When the Applicant is a record label, personnel and salary costs for existing employees and contractors of the company working on the approved sound recording project will be accepted as eligible costs and not capped as in-house costs provided that the services are directly in support of the sound recording project and fall into the category of: marketing, publicity/PR, social media, digital marketing, graphic design and artwork, and new website design and development (not web maintenance). All such claims must be supported by a detailed [Employee Time Allocation Form](#). FACTOR may at its option request additional information including the employment agreement and/or job description; and
  - b. Artist members may provide services including those set out above; however, artist member fees for any work other than graphic design, artwork, or photography will be capped at 25% of total eligible costs.
11. Ineligible costs include:
- a. Costs which are not artist-specific, such as general company wages, services, supplies, and any other company overhead core cost or expense;
  - b. Any costs for initiatives previously claimed within another FACTOR supported project;
  - c. Contest prizes, unless they meet the definition of "promotional merchandise" set out above;
  - d. Costs associated with applications for prize or award nominations;
  - e. Donated services;
  - f. Ticket buys;
  - g. Artist management fees;
  - h. Distribution set-up fees; and
  - i. Memberships to music organizations (e.g. CIMA, provincial or territorial Music Industry Associations).

## Component Completion

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

12. 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 upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, Public Funding).
13. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
14. Logo and Acknowledgment Requirements: all recipients of funding from this component must acknowledge FACTOR on all physical and digital materials, all press releases and promotional material funded by this component, and on the artist's website. See [FACTOR's Logo and Acknowledgment Guide](#).