

Marketing Component Guidelines 2018-2019

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Eligible Activities

1. Funding under the Marketing Component can be used to support a range of activities in the marketing and promotion of a Qualifying Album. FACTOR-funded full-length sound recordings are by definition Qualifying Albums.
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 a full-length album or [track equivalent album](#) of at least six tracks, or include at least 20 minutes of recorded material;
 - Be comprised of all new, previously unreleased sound recording masters;
 - 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;
 - Subscriptions to SoundScan;
 - Promotional appearances by the artist;
 - Production of promotional videos and EPKs;
 - Production expenses related to an album release party (excluding hospitality costs).
4. Non-promotional live appearances and the production of music videos must be funded under the Tour Support, Showcase Support, and Video Components.
5. If you are claiming commercial radio advertising and promotion costs, you may also be eligible for additional funding under the Radio Marketing Component. Please see the [Radio Marketing Component Guidelines](#) for details.
6. 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](#) for specific instructions. FACTOR will require that materials printed and/or distributed, including videos uploaded for public viewing, without proper logo and acknowledgment be taken down and revised. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

Funding Limits

7. The funding limit for the Marketing Component varies by each Program. Please see the [Program Guidelines](#) for the Program you are applying under.

Eligible Costs - Marketing

8. The Eligible Costs in this section are specific to the Marketing Component. Please also review [Eligible Costs - General Terms](#) as well as the Eligible Costs - This Program in the [Program Guidelines](#) for the Program under which you are applying. 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.
9. FACTOR funding under the Marketing Component will cover either 50% or 75% of the Total Eligible Budget, to the Program maximum. Please see the [Program Guidelines](#) for the Program under which you are applying.
10. FACTOR will only reimburse the costs which it deems Eligible Costs and will remove ineligible costs from the budget. The FACTOR contribution may be reduced accordingly. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
11. Marketing funding can be 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, and digital and social marketing initiatives. In addition:
 - a. Printed materials including posters, handbills, and banners are eligible 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 will be allowed 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, will be allowed at cost. Manufacturing or purchase receipts showing the cost must be provided at Completion to claim all promotional items.
 - d. Development of significant new Artist-specific web assets (e.g. new website development, addition of e-commerce portal).
 - e. Ongoing web maintenance costs (such as page re-design, updating content, programming, domain and hosting fees) that are Artist-specific will be recognized at a maximum of \$1,000 per month.
 - f. A SoundScan subscription is an Eligible Cost as long as it is Artist-specific (such as title reports, venue settlement).
 - g. Lyric Videos are eligible for funding only under the Marketing Component. There is no limit to the number of Lyric Videos that can be funded; however, the budget per Lyric Video will be capped at \$500.
 - h. Promotional videos (such as documentaries, EPK material) are eligible but the budget will be capped to a maximum FACTOR contribution of \$1,000. Promotional videos can be documentaries, EPK material, behind-the-scenes, 'teaser' clips, interviews, etc. Promotional videos must be produced for promotional purposes only, and not for commercial sale or license. Music videos are not "promotional videos" for the purposes of the Marketing component. For music video funding, please see the [Video Component](#).
 - i. Costs incurred by a third-party distributor and charged back to the Recipient's account may be eligible, 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.
 - j. Graphic design for digital or print assets, merchandise, and promotional materials.
 - k. Fees associated with song remixes.
 - l. Marketing consultants contracted to plan and execute a marketing campaign.

12. Generally, and unless otherwise explicitly allowed by FACTOR, In-house and/or 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/regular 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/Online Marketing, Graphic Design/Artwork/Photography, new website design/development (not web maintenance). Claims for salaried employees must be supported by a detailed [Employee Time Allocation Form](#). Claims for contractors must be supported by a detailed invoice setting out the project name, nature of services, hours and rate. FACTOR may at its option request additional information including the employment agreement and/or job description;
 - b. Artist members may provide services including those set out above; however, artist member fees for any work other than graphic design/artwork/photography if claimed in a marketing component will be capped at 25% of total Eligible Costs.
13. 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.
 - i. Memberships to music organizations (e.g. CIMA, provincial or territorial Music Industry Associations).
14. Administration Fees for the Marketing Component are calculated automatically by the online system. See [Business Policies: Schedule A – Administration Fees](#) for the maximum amounts.

Component Completion

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

15. 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 Budget, Goals and Results, Component Information, Public Funding).
16. 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.
17. Applicants who prefer to have FACTOR pay certain suppliers directly may submit up to three [Letters of Direction to Pay](#).