

## Digital Marketing Component Guidelines 2016–2017

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1. This Component is intended to fund projects that improve the accessibility of Canadian music on digital platforms, and to develop the infrastructure and capacity of Canadian digital music markets. Innovative projects with direct market development consequences for Canadian Artists and music entrepreneurs are preferred.
2. 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.
3. 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 agreed to participate at the time the application is submitted.
4. 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.
5. **Eligible Costs in this Component can include:**
  - development
  - graphic design
  - programming
  - beta testing
  - consultation fees
  - database development
  - multi-media development
  - marketing
6. 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.
7. Ineligible costs include equipment purchase and general operating costs not related to the specific project.

## 8. Applicants must submit:

- A proposal describing the initiative, the team producing it, and the outcomes it will create for participating Canadian Artists and Music Entrepreneurs;
- A marketing plan for the project;
- A budget detailing all expenses and revenue streams for the project;
- 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;
- Documentation from multiple copyright holders (including artists and/or music companies) evidencing their agreement to participate in the initiative;
- For products that are being released (i.e. apps and games) a distribution plan; and
- For products already released, the application should include relevant sales, downloads or other analytical data.

9. 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. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.