

Sport, Culture, Heritage and Tourism

PUBLISHER MARKETING ASSISTANCE – Program Guidelines

PURPOSE:

The Publisher Marketing Assistance program provides Manitoba book publishers with project grants that supports efforts to expand and sustain long-term marketing activities and to increase the sales of Manitoba books.

DEADLINE:

Applications **must be received at the Strategic Policy Branch** on or before **April 15**. If this date falls on a weekend or statutory holiday, the deadline is the following business day. **Late or incomplete applications will not be accepted.**

OBJECTIVES:

- To expand and sustain long-term marketing activities.
- To raise the profile of Manitoba book publishers and to increase sales of Manitoba books.

LEVEL OF ASSISTANCE:

Grants awarded are based on a publisher's eligible sales, marketing costs and an independent assessment of their overall marketing performance to a maximum of \$15,000.00. Assistance will not exceed 50% of a publisher's total marketing costs of their current year budget. Actual grants may be less than amounts requested and subject to availability of funds.

ELIGIBILITY CRITERIA:

Eligible book publishers must meet the following criteria:

- be owned by a majority of Canadian citizens or landed immigrants residing in Manitoba, with the head office and the majority of operations in Manitoba;
- be an ongoing operation with publishing as a primary activity (75% of revenues and expenses must be publishing related);
- be in active operation for at least two years;
- have a majority of titles not authored by principles or employees of the company; and
- have a back list of at least four original, eligible titles* with a minimum of two new titles published in the last year.

*Ineligible titles include: directories, index compilations, catalogues of exhibitions, books of fewer than 48 pages (except for children's books), books for which the author does not receive a royalty, books to which the author has made a financial contribution toward publication costs, and titles not authored by Canadian citizens or landed immigrants.

ASSESSMENT AND NOTIFICATION:

Funding decisions are made through an internal evaluation (which includes a formula that uses an individual publisher's eligible sales and eligible marketing costs) and an assessment by a panel of outside industry experts. The following factors are also considered: how well the proposal meets the program criteria; the general merits of the proposal; the ability to complete the activities; past marketing performance; eligible sales and eligible marketing costs.

Applicants will be notified in writing within eight weeks of the application deadline. It is not possible for the Strategic Policy Branch to consider appeals because of the limitations of available funds and the short turn-around time accorded to the fund disbursement process. Meeting the general and eligibility criteria does not guarantee funding nor does failure to receive financial support reflect a negative assessment of an application. It is not the intent of this program to duplicate assistance provided by the

department or other provincial departments and agencies. Previous funding from the department does not guarantee funding in future years. Results will not be released over the telephone.

GRANT DISBURSEMENT:

Grants will be paid in two instalments. The first instalment will be conveyed following Ministerial approval. The second instalment will be released subject to the department's receipt of a satisfactory narrative and financial report. **The final instalment will not be paid until all required information has been received.**

REPORTING REQUIREMENTS:

Approved applicants will receive a Final Report form, which is due upon completion of marketing activities for the year on or before **March 31**. If upon review of the final report it is found that the level of the approved amount exceeds 50% of the publisher's total actual marketing costs in which funding was approved, the amount of the second installment will be adjusted and may result in no payment of a second installment. **Final reports that are incomplete or late can result in the suspension or forfeiture of the second grant instalment. Consideration for future grants is dependent upon the satisfactory completion of all outstanding reporting obligations.**

APPLICATION PROCEDURE:

Applicants are strongly encouraged to contact the program consultant before filling out an application. The Strategic Policy Branch may request additional information beyond that included in the project proposal.

All applications must be received at the address below on or before the application deadline in order to be considered for support.

Please send completed applications and all required supporting materials to:

Electronically by email (preferred): perry.grosshans@gov.mb.ca

Or by mail:

Department of Sport, Culture and Heritage, Strategic Policy Branch
Mr. Perry Grosshans, Programs and Policy Analyst
6th Floor, 213 Notre Dame Avenue
Winnipeg MB R3B 1N3
Phone #: 451-279-5045

Alternate email strategic.policy@gov.mb.ca

Website: <https://www.gov.mb.ca/chc/grants/arts/pma.html>

Sport, Culture, Heritage and Tourism

PUBLISHER MARKETING ASSISTANCE – Application Form

(Note: The personal information collected using this form is required for the administration of the Publishing Marketing Assistance Program of Manitoba Sport, Culture and Heritage and may be shared with the program's technical advisors and other government departments/agencies with interests in your project. Information will not be disclosed to any other third parties except as allowed by *The Freedom of Information and Protection of Privacy Act*.)

Name of registered organization (note payments will be issued in this name):

Incorporation Date or Business #: _____

Type of Corporation Structure: _____

of Full-Time Staff: _____ # of Part-Time Staff: _____

Grant Amount Requested (maximum of 50% of marketing costs): \$ _____

Mailing Address

(street, city, province, postal code):

1st Contact Person and Title: _____

Phone #: _____

Email: _____

2nd Contact Person and Title: _____

Phone #: _____

Email: _____

Number of full time staff members involved in sales and marketing: _____

Number of part time staff members involved in sales and marketing: _____

Number of contract workers involved in sales and marketing: _____

Please list your sales representatives and distributors indicating the territory served:

Sales Representative	Distributors	Territory Served

Indicate the number of **new** titles in each category (do not include reprints):

	Total in Print	Planned 2025 Titles
Total NEW (not reprints) own titles		
Total own titles not authored by Canadians		
Total other ineligible titles		
Total reprinted titles planned for 2025	n/a	

List titles published or reprinted in 2024. Use the following abbreviations to indicate genre:
 F: Fiction D: Drama P: Poetry C: Children B: Biography
 H: History S: Scholarly E: Educational N: Other non-fiction

Title	Genre	Author	Citizenship	Print Run	Reprint? Y/N	# of Copies sold	2024 sales (\$)

Please list foreign-authored own titles:

Title	Author	Sales

Please list co-published titles:

Title	Author	Co-Publisher	Sales

List NEW titles planned for 2025 (not including reprints):

Title	Genre	Author	Citizenship	Print Run	Month publish	Reprint? Y/N

Required Supporting Information:

- A brief history and description of your publishing house (500 words maximum)
- A narrative overview of marketing plans for the coming fiscal year which includes:
 - a brief description of general marketing goals, strategies and relevant long-term marketing strategies for the year;
 - a description of plans for ongoing and new activities;
 - identification of the specific markets to be targeted (both existing and new); and
 - an indication of any other plans relevant to marketing (e.g. changes in staff, new titles and new lines, etc.)

- Completed [Financial Overview Form](#) (see attached Excel spreadsheet).
- A copy of your company’s financial statement for the past fiscal year. We will accept a preliminary, unaudited financial statement reflecting projected fiscal year-end figures. Your company’s audited financial statement must be submitted when it is available.
- No more than four copies of your company’s latest catalogue and other relevant marketing materials produced in the last year (e.g., brochures, major ads, press releases). Marketing materials form part of the application package to be assessed by three independent assessors.
- Signed declaration.

Declaration:

We, the undersigned:

- have read and understood the program guidelines and understand that failure to comply with these guidelines may result in forfeiture of the grant and may jeopardize consideration of future grant requests;
- understand that if this application is successful, my organization will receive a first instalment of the approved amount and that by accepting this payment, we agree to:
 - spend the funds as proposed and approved (the Government of Manitoba requires repayment of funds not used for the proposed and approved purposes);
 - notify their consultant as soon as possible to seek appropriate approval in the event of changes to the size, scope or dates of your marketing plans;
 - acknowledge the assistance of Manitoba Sport, Culture and Heritage in all promotional materials for which support was provided; and
 - complete a narrative and financial final report using the form provided by the department upon completion of the marketing activities for the year submit it on or before March 31.
- We certify the statements and information contained in this application are accurate and complete.

Signature of 1st Contact

Date of Signature 1

Signature of 2nd Contact

Date of Signature 1