

Application For Marketing Assistance

<p>1. All fields in this application form must be filled, do not leave blanks. Fill in “NA” where applicable.</p> <p>2. All necessary supporting documents must be submitted together with this application. The completed application can be submitted via email to “MDA_Schemes@mda.gov.sg” or mailed to:</p> <p style="margin-left: 40px;">MDA Schemes Media Development Authority 3 Fusionopolis Way, #16-22 Symbiosis Singapore 138633</p>	<p>MDA Official Use Application number : <div style="background-color: #cccccc; height: 20px; width: 100%; margin-top: 5px;"></div></p>
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APPLICANT DETAILS			
Name:	NRIC:	Designation:	
Email:	Tel:	Fax:	
Correspondence Address:			
Primary Sector <small>(select all that are applicable)</small>	<input type="checkbox"/> Animation	<input type="checkbox"/> Broadcast	<input type="checkbox"/> Film
	<input type="checkbox"/> Games	<input type="checkbox"/> Interactive Media	<input type="checkbox"/> Music
	<input type="checkbox"/> Publishing		
<i>If you are applying under an organisation, please complete the following:</i>			
Company :			
Unique Entity Number (UEN): <small>(also known as ACRA Registration Number)</small>		Paid-up Capital:	S\$
Primary SSIC Code:			
Secondary SSIC Code:			
KEY / SENIOR MANAGEMENT (eg CEO, CFO, COO, CIO)			
Designation	NRIC	Name	

Events Details

Event Name:

Destination (City, Country):

Event Start Date:

Event End Date:

Aim /
Objectives:

Outcomes:

Do you require:

35mm Conversion Digital Format Transfer Marketing & Promotion Booth setup

Representatives attending the event / business mission:

Name	Role	Travel Start date	Travel End date

Please attach a separate list, if necessary.

CONTENT DETAILS

Content Title / Album / Release Title:

Brief Description:

Is the content title/album/release represented by an international sales agent? No Yes, please specify

Has the content title/album/release been sold to a local distributor? No Yes, please specify

Has the content title/album/release been performed or showcased at other festivals / events? Yes No

If YES, list festivals / events:

Has the content title/album/release won any awards? Yes No

If YES, list awards and festivals / events:

If you have more titles, please attach a separate list, if necessary.

DECLARATION	
1. The information contained in this application is accurate, complete and true.	<input type="checkbox"/> Yes <input type="checkbox"/> No, please specify:
2. No material information has been withheld from or distorted in this application.	<input type="checkbox"/> Yes <input type="checkbox"/> No, please specify:
3. The Organisation is free from any material litigation, pending litigation, claims or demands, has not entered into or is not entering into receivership, judicial management, insolvency, composition/arrangement with its creditors, or has not passed a resolution for winding up.	<input type="checkbox"/> Yes <input type="checkbox"/> No, please specify:
4. The Organisation is not in receipt of nor has the Organization applied to Media Development Authority of Singapore, the Government of Singapore, any statutory, quasi government or government agencies in Singapore, for any form of financial assistance for the proposed project.	<input type="checkbox"/> Yes <input type="checkbox"/> No, please specify:
5. No officer or employee of the Organisation is associated with or otherwise related to any officer or employee of the Media Development Authority of Singapore.	<input type="checkbox"/> Yes <input type="checkbox"/> No, please specify:
In addition to the above, I acknowledge that it is an offence to dishonestly procure funding by means of false or misleading information and that the Media Development Authority of Singapore may immediately withdraw its funding and recover all monies so disbursed.	
Signature of Applicant	
Name of Applicant	
Date	
Note: Application materials will not be returned.	

SUMMARY CHECKLIST

Please ensure that the following documents are submitted together with the application form:

- ACRA business profile
- Latest audited annual report / financial statements
- Information on events/marketplace
- Project proposals should include:
 - Background of project and company (for companies)
 - Curriculum Vitae or profile of applicant and accompanying representative(s)
 - Letter of authorization by company/IP owner, or self declaration to represent the project
 - Evidence of meeting(s) confirmed [electronic exchanges are acceptable]
 - Background or profile of person(s)/company(s) with whom meetings have been arranged
 - Proposed programme or business plan
 - Content sample (if applicable)
 - Letter(s) of invitation, recommendation, or other relevant supporting documents

For Official Use
(To be filled in by MDA Officer)

Application Number			
Date of Submission of Completed Application Form			
Project Status	Approved / Rejected If approved, amount approved : S\$		
Date of Notification of MDA's Funding Decision to Applicant			
Project Milestones			
Milestone	Disbursement Date	Disbursement Amount	Disbursement Percentage
1.			
2.			
3.			
TOTAL			

FUNDING AMOUNT FOR EVENTS			
Category	Description	Quantity	Total Cost (S\$)
			S\$
			S\$
			S\$
			S\$
			S\$
			S\$
			S\$
			S\$
TOTAL			S\$

Marketing Assistance

OPERATING GUIDELINES

This document provides the Operating Guidelines.

Media Development Authority (MDA) reserves the right to change the guidelines from time to time.

Note: This document has two (2) sections

Section A of this document provides general operating and administrative guidelines for Marketing Assistance, including Application procedure, Claim procedure etc.

Section B of the document provides the contact information.

Section A: Operating Guidelines for Marketing Assistance

1. General

- 1.1 Organisations must be Singapore-registered organisations (at least one Media SSIC code).
- 1.2 Individual applicants must be Singaporean or Permanent Residents with good track records in relevant roles/capacities in the media sector. [Note: For Broadcast and Animation Sectors, Marketing Assistance is open for organisation only and not for individuals].
- 1.3 MDA does not give retrospective funding. The milestone deliverable should not be an item that has already been produced/carried out prior to the effective start date of the project stated in the Letter of Offer/Agreement. In addition, funding cannot be given retrospectively for events/trips that have already taken place.
- 1.4 MDA's decision is final. No appeal will be entertained.

2. Deliverables

- 2.1 The expected deliverables for Marketing Assistance would include:
 - Trip report (which would include items such as: objectives met, meetings taken, contacts made, outcomes such as audience numbers, sales, value of contracts identified.) Value of contract refers to potential services (e.g. storyboarding, hired services) and potential collaboration with international partners.
 - Actual sales and value of contract - refer to sales concluded at the market event/overseas mission and/or sales that are closed beyond the event/mission.
 - Evidence of presence at event (such as photographs, publicity materials, market badges, press clippings, boarding pass)

3. Funding Quantum, Policies and Guidelines

- 3.1 Marketing Assistance will fund up to S\$25,000 per application for Organisation and S\$5,000 per application for individuals.

4. Application

- 4.1 Funding Application must be made by completing and submitting the official MDA Application Form “Application Form for Marketing Assistance”.
- 4.2 Funding decision will be made and conveyed to applicants within 8 weeks of receipt of completed application form. MDA will strive towards informing the applicant of decision earlier, whenever possible.
- 4.3 For successful application, a Letter of Offer would also be provided by MDA, and the applicant would need to formally accept the offer (by completing/signing the Letter of Acceptance and submit to MDA) within 14 working days from the date of Letter of Offer.
- 4.4 Letter of Offer/Acceptance or Agreement needs to be duly signed and executed before milestone claim(s) can be made.

5. Milestone Claims

- 5.1 Milestone Claims are to be made upon satisfactory delivery of the milestones, by completing and submitting the MDA Claim Form as well as providing evidence of completion of the milestones. As a pre-requisite for each drawdown, MDA must be satisfied with the respective deliverables to be submitted by the applicant.
- 5.2 Disbursement of Marketing Assistance would be made via GIRO. The GIRO Direct Credit Authorisation Form must be filled and submitted to MDA before the first claim for the project is made.
- 5.3 In the event that the Applicant or Company fails to complete and deliver the Project milestones stated in the letter of offer or agreement, MDA shall have no obligation to provide any further funds, and monies provided/dispensed by MDA to the grant/funding recipient for the project, shall be immediately recoverable against the grant/funding recipient upon MDA’s demand.

6. Variations

- 6.1 If there are any variations to the project, e.g., change in timelines, deliverables, concept etc, the funding recipients must obtain MDA's approval, before making the variations.

7. Other Requirements

- 7.1 Organisations seeking Marketing Assistance should consult with respective MDA Industry Officer to ascertain suitability of the trade/consumer events, prior to submitting an application.
- 7.2 Funding recipients must maintain full and accurate records with respect to the project. MDA must have complete access to such records (including complete and proper books and records of income and expenditure concerning the project, including all supporting vouchers, invoices and receipts thereof), as well as the right to inspect all project work. The applicant must promptly furnish all data, reports, contracts, documents and other information, if requested by MDA.
- 7.3 The Company shall use its best endeavours to subscribe to and shall be a member of such professional media network(s) that may consist of a network of individuals and/or organisations in the creative industries.
- 7.4 The Company/ Producer shall use its best endeavours to comply with the relevant industry's best practices governing payment to crew members (including freelancers).

Section B: CONTACT INFORMATION

Applications and enquiries can be emailed/forwarded to:

- (1) Your respective MDA Industry Officer; or**
- (2) MDA_Schemes@mda.gov.sg**

MDA Schemes
Media Development Authority
3 Fusionopolis Way
#16-22 Symbiosis
Singapore 138633