


Radio Starmaker Fund Sample International Marketing Application With Instructions

The following PDF file provides step-by-step instructions for the International Marketing application process. It assumes you've already set up your Artist and Album history as laid out in the "Getting Started" samples. It may be helpful to print off a copy of this sample application in an effort to guide you through the process as you fill out an application on-line. The content in this sample application is demonstration content only and some of the steps may differ slightly depending on the options you choose as you fill out an application on-line.

Note: As a security precaution in the system, there is an automatic logout for inactive accounts. If you've been logged into the system for more than 24 hours without any activity, you will be automatically logged out and you will have to login again. Any information you have entered in the screen you have left open will not be saved. All other information you have entered will have been safely stored for when you log back in. If you edit any information in your application and the changes don't appear to "save", you may have to "refresh" the page by choosing "view > refresh" on your menu bar.



Have Questions? Call 1-888-256-2211 (toll-free)

Application Deadline

The application deadline for the current round of funding is 5:00 PM EST, Thursday, November 11, 2021. The ability to file an application will be automatically shut down at that time, therefore please ensure that your application has been completed and submitted before this deadline.

Welcome to the Radio Starmaker Fund.

The deadline for applications being submitted is 5:00 PM EST, Thursday, November 11, 2021. The Board of Directors will meet in December to make final decisions regarding funding for this quarterly round. Please [sign up](#) if you would like to receive our quarterly email blasts which advise you when the new round is open to accept applications, as well as on policy and program changes.

The website for the Radio Starmaker Fund is now back on-line and ready to accept applications.

New Details for Round 81:

[The Orion Program Going Forward](#)

As previously announced, we will be opening the Orion Program to eligible applicants twice a year due to budgetary and administrative considerations. You will be able to submit applications for the Program for the February and August deadlines only. As a result, the Orion Program will not be accepting applications this round.

[In-Person Performances](#)

Also as previously announced, the minimum capacity we will consider for ticketed, in-person performances continues to be 100 and will remain so from this point forward. We will still consider virtual performances but with in-person performance opportunities continuing to open up and the demand for funding as a result, standard at home/studio virtual performances being done on an artist's socials won't be prioritized for funding. You will be notified of any changes to these policies.

Les projets de musique vocale francophone doivent être dirigés vers le [Fonds RadioStar](#).

About the Fund

The Radio Starmaker Fund was created in partnership with the [Canadian Independent Music Association \(CIMA\)](#) and [Music Canada](#). [more...](#)

- [Eligibility Requirements](#)
- [Funding Rules](#)
- [Getting Started / Adding a New Album Instructions for Artists/Managers](#)
- [Getting Started / Adding a New Album Instructions for Labels](#)
- [Sample Applications With Instructions](#)
- [Frequently Asked Questions](#)
- [Fact Sheet](#)
- [Application Deadline Dates / Board Meeting Dates](#)
- [Non-3rd Party RSF Touring Reconciliation Document](#)
- [Email Blast Sign Up](#)
- [Unsubscribe from the Email Blast](#)
- [Previously Approved Artists](#)
- [RSF Annual Reports](#)
- [Board of Directors](#)
- [Contact Us](#)
- [Site Map](#)

Search Starmaker

Start Your Application

Start creating an application by choosing one of the categories below. If you have previously started or submitted an application, please login to your account by entering your email address or username and password in the log-in box on this page. Applications for funds are project-based, however you will be required to provide additional information with regard to your artist, label and management companies.

New Artist / Manager

I am a recording artist or manager entering an application for myself or my group.

New Record Label

I am from a record label making an investment in an artist or group.

Returning User

I have previously started or submitted an application and I want to login to my account.


Please note: applicants are not permitted to share their RSF account with anyone or use anyone else's account to log-in. [Contact Starmaker](#) if you are trying to access an account which already exists in our system or have other questions related to accounts.

Email or Username:

Password:

 [Forgot your password?](#)

The Canadian Association of Broadcasters and Canada's private radio broadcasters... sole contributor and proud founding member of the Radio Starmaker Fund



Canadian Association of Broadcasters
L'Association canadienne des radiodiffuseurs

Once you have added all of the artist's album history, you will be able to apply for funding for your project. After clicking the "Apply for Funding for this Album" button, you will be able to start a new "International Marketing Application".

Your next step is to enter your funding requests by region for this application. Your Funding Requests can cover a wide spectrum of potential areas of funding. A varied approach is strongly recommended. You can enter any number of Funding Requests for one project. Please see the next pages for examples of Funding Requests. All sample requests are in the Germany region, but Funding Requests from multiple regions can be included in a single application.

For each Funding Request you will need to first select the applicable region.

New Funding Request

Please note the following when applying for international marketing funds in Europe. Northern Ireland, England, Scotland and Wales are in the UK. This means initiatives in Glasgow and Belfast are in the UK. Initiatives in Ireland would be under the Rest of Europe. Cities like Dublin, Kilkenny, Galway, Cork and Limerick would be under Rest of Europe. Please make sure you are indicating the correct region for a particular city.

Region: *

If it is your first Funding Request for the region, you will need to fill in your copyright status for the region (licensed or distributed), pertinent details on the current release in the territory and details on all other releases in the territory over the last five years, as well as your Marketing Plan for that Region. An overview of your own investment in the territory should be included as well.

Marketing Overview:

“Too True” will be released in Germany on our own label through an exclusive agreement with our distributor, Valet. The album will be released on October 1st, 2020.

Previous German Releases:

Title: It's Too Loud
 Release Date: February 27th 2019
 Label: Velvet Music
 Distributor: MoodFood
 Shipped: 9,200
 Scanned: 7,700
 Digital Track Sales: 12,088
 Streams: 1,600,000

Title: Fibbed
 Release Date: April 15th 2018
 Label: Velvet Music
 Distributor: MoodFood
 Shipped: 6,200
 Scanned: 5,100
 Digital Track Sales: 8,451
 Streams: 630,000

Title: The Fibbers
 Release Date: July 3rd. 2017
 Label: Velvet Music
 Distributor: MoodFood
 Shipped: 2,115
 Scanned: 3,412
 Digital Track Sales: 1,204
 Streams: 210,000

Over the last five years The Fibbers have been growing their audience in Germany through a combination of non-stop touring and high profile press. We anticipate this to be the biggest release for the band in the territory to date. We have already had the band in Berlin previous to the album release doing acoustic radio appearances and long lead press which should lead to extensive publicity and promotion around the release date. We've spent \$15,000 on that promotional trip. Additionally we have spent \$7,500 on three months of independent publicity from May through July and \$15,000 on three months of independent radio promotion over the same time period.

Beginning in July, the band will be supporting Das Daughters on a month long tour of German arenas which will bring the band to a whole new audience and give us amazing promotional opportunities. We are requesting monies for additional publicity as well as a retail marketing, print advertising and digital marketing to dovetail with the tour and aftermath.

Exchange rates will be indicated in Canadian dollars at the following rate €1 = \$C1.388

Edit Funding Region: Germany

Copyright: Distributed
 Licensed

Maximum Amounts By Region Per Round

	U.S.	U.K.	Germany	France	Rest of Europe	Japan	Australia / New Zealand	Rest of World
Distributed	\$20,000	\$20,000	\$20,000	\$20,000	\$10,000	\$10,000	\$10,000	\$10,000
Licensed	\$10,000	\$10,000	\$10,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000

In the marketing overview, please include details on the current and previous releases in each territory where you are applying for funding. This should include the title, release date, the label and distributor where applicable, ship and scan information, as well as all digital track sales/streams from the release wherever available. These same details should be included for each release in each applicable country from the last five years where you are applying. For artists new to the fund, please write a few sentences providing some background information and details on their career momentum.

Please provide a brief marketing overview for the release of the current title in each country where you are requesting funding. It should be as concise as possible. Please do not cut and paste an existing marketing plan in its entirety. One or two paragraphs of text in your own words for each territory is all we need to see. You can outline some of the artist's previous successes, provide an overview of current marketing initiatives or accomplishments (singles, videos, tours, advertising/brand tie-ins, etc.) and detail where you're planning the project to go.

While you don't have to fully outline your own investment in each territory, please include some brief information with regard to any investments you have made for the current release in each applicable territory and an accompanying dollar figure.

Marketing Overview: *

Beginning in July, the band will be supporting Das Daughters on a month long tour of German arenas which will bring the band to a whole new audience and give us amazing promotional opportunities. We are requesting monies for additional publicity as well as a retail marketing, print advertising and digital marketing to dovetail with the tour and aftermath.

Exchange rates will be indicated in Canadian dollars at the following rate EUR 1 = \$C1.388

Continue

International Marketing Funding Examples

Retail Promotions –

Description:

A retail awareness campaign will be executed throughout the tour dates and beyond by Peer Pressure Retail Marketing. The campaign will focus on the German tour markets of Berlin, Cologne, Hamburg, Munich, Frankfurt, Stuttgart, Dortmund, Bremen and Leipzig. These markets will be serviced with over 15,000 stickers to be distributed in lifestyle/music retail, as well as throughout the nightlife in each city. Additionally, Peer Pressure will service play copies of the record and other promotional items to music and lifestyle retailers throughout these key markets. These efforts will focus on independent leaning outlets, with an overall target of approximately 150 outlets within the 9 markets. Peer Pressure has quoted us a one-time flat fee of €3,570.86. We have attached a quote of the flat fee to the application to show where the amount originates.

The cost will be €3,570.86 at an exchange rate of €1 = \$C1.388

City/Cities/National: National
Vendor: Peer Pressure Retail Marketing

Start Date: 1 September 2020
End Date: 31 October 2020

Amount in Canadian Dollars: \$4,165.00

Pre-Tax Amount in Canadian Dollars: \$4,165.00

Tax Amount in Canadian Dollars: \$791.35

Total Amount Requested in Canadian Dollars: \$4,956.35

New Funding Request:
Germany

Type of Funding Request: *

If you choose "Other", "Retail Promotions" or the amount is a flat fee please specify all details and calculations in your Description.

Description: *

retail, as well as throughout the nightlife in each city. Additionally, Peer Pressure will service play copies of the record and other promotional items to music and lifestyle retailers throughout these key markets. These efforts will focus on independent leaning outlets, with an overall target of approximately 150 outlets within the 9 markets. Peer Pressure has quoted us a one-time flat fee of EUR 3,570.86. We have attached a quote of the flat fee to the application to show where the amount originates.

 The cost will be EUR 3,570.86 at an exchange rate of EUR 1 = \$C1.388

Entries should include the cost in the local currency, the existing exchange rate and the dollar conversion from local to Canadian currency.

City/Cities/National: *

Vendor: *
The vendor is who produces the actual invoice.

Start Date: *

End Date: *

Check box if amount is a Flat Fee: A Flat Fee is a one-time, all-in price, where only one invoice will be received from one company.

Amount in Canadian dollars: *

Pre-Tax Amount in Canadian dollars:

Tax Amount in Canadian dollars: *

Total Amount Requested in Canadian dollars:

Add Funding Request

Print Advertising –

Description:

Tattle Magazine has a circulation of over 50,000 copies and is widely regarded as Germany's premier music magazine. This 1/3 page full colour ad will feature a promotional photo, pack shot, album release information and web links. The ad will be a one-time flat fee of €714.00. We have attached a quote of the flat fee to the application to show where the amount originates.

The cost will be €714 at an exchange rate of €1 = \$C1.388

City/Cities/National: National
Vendor: Tattle Magazine
Start Date: 1 September 2020
End Date: 30 September 2020
Amount in Canadian Dollars: \$832.80

Pre-Tax Amount in Canadian Dollars: \$832.80

Tax Amount in Canadian Dollars: \$158.23

Total Amount Requested in Canadian Dollars: \$991.03

New Funding Request:
Germany

Type of Funding Request: * **Print Advertising**

If you choose "Other", "Retail Promotions" or the amount is a flat fee please specify all details and calculations in your Description.

Description: * **Tattle Magazine has a circulation of over 50,000 copies and is widely regarded as Germany's premier music magazine. This 1/3 page full colour ad will feature a promotional photo, pack shot, album release information and web links. The ad will be a one-time flat fee of EUR 714.00. We have attached a quote of the flat fee to the application to show where the amount originates.**

The cost will be EUR 714 at an exchange rate of EUR 1 = \$C1.388

Entries should include the cost in the local currency, the existing exchange rate and the dollar conversion from local to Canadian currency.

City/Cities/National: * **National**

Vendor: * **Tattle Magazine**
The vendor is who produces the actual invoice.

Start Date: * **1** **September** **2021** **31**

End Date: * **30** **September** **2021** **31**

Check box if amount is a Flat Fee: A Flat Fee is a one-time, all-in price, where only one invoice will be received from one company.

Amount * **\$832.80**
in Canadian dollars: If price per advertisement varies, provide the average price.

Pre-Tax Amount **\$832.80**
in Canadian dollars:

Tax Amount * **\$158.23**
in Canadian dollars:

Total Amount Requested **\$991.03**
in Canadian dollars:

Add Funding Request

Print Advertising –

Description:

News of the City Newspaper is a resurrection of an older newspaper. Fans will look to this new paper to find fresh new artists. This 1/6 page full colour ad will feature a promotional photo, pack shot, album release information and web links. The ad will be a one-time flat fee of €773.50. We have attached a quote of the flat fee to the application to show where the amount originates.

The cost will be €773.50 at an exchange rate of €1 = \$C1.388

City/Cities/National: National
Vendor: News of the City
Start Date: 1 September 2020
End Date: 1 September 2020
Amount in Canadian Dollars: \$902.20

Pre-Tax Amount in Canadian Dollars: \$902.20

Tax Amount in Canadian Dollars: \$171.42

Total Amount Requested in Canadian Dollars: \$1,073.62

New Funding Request:
Germany

Type of Funding Request: * **Print Advertising**

If you choose "Other", "Retail Promotions" or the amount is a flat fee please specify all details and calculations in your Description.

Description: * **News of the City Newspaper is a resurrection of an older newspaper. Fans will look to this new paper to find fresh new artists. This 1/6 page full colour ad will feature a promotional photo, pack shot, album release information and web links. The ad will be a one-time flat fee of EUR 773.50. We have attached a quote of the flat fee to the application to show where the amount originates.**

The cost will be EUR 773.50 at an exchange rate of EUR 1 = \$C1.388

Entries should include the cost in the local currency, the existing exchange rate and the dollar conversion from local to Canadian currency.

City/Cities/National: * **National**

Vendor: * **News of the City**
The vendor is who produces the actual invoice.

Start Date: * **1** **September** **2021** **31**

End Date: * **1** **September** **2021** **31**

Check box if amount is a Flat Fee: A Flat Fee is a one-time, all-in price, where only one invoice will be received from one company.

Amount * **\$902.20**
in Canadian dollars: If price per advertisement varies, provide the average price.

Pre-Tax Amount **\$902.20**
in Canadian dollars:

Tax Amount * **\$171.42**
in Canadian dollars:

Total Amount Requested **\$1,073.62**
in Canadian dollars:

Add Funding Request

Independent Publicist's Fees –

Description:

We would like to continue using Telex Publicity as they have already garnered amazing press and have great interest for future coverage. This will sustain the awareness campaign through the tour and beyond. Moving forward, they will follow up on all servicing that has been done, and target more mainstream outlets and media.

The cost will be €6,430.12 at an exchange rate of €1 = \$C1.388

City/Cities/National: National
 Vendor: Telex Publicity
 Start Date: 1 August 2020
 End Date: 31 October 2020
 Cost per Week/Month in Canadian Dollars: \$2,500.00

Number of Weeks/Months: 3
 Pre-Tax Amount in Canadian Dollars: \$7,500.00

Tax Amount in Canadian Dollars: \$1,425.00

Total Amount Requested in Canadian Dollars: \$8,925.00

New Funding Request:
Germany

Type of Funding Request: * **Independent Publicist's Fees**

If you choose "Other", "Retail Promotions" or the amount is a flat fee please specify all details and calculations in your Description.

Description: * We would like to continue using Telex Publicity as they have already garnered amazing press and have great interest for future coverage. This will sustain the awareness campaign through the tour and beyond. Moving forward, they will follow up on all servicing that has been done, and target more mainstream outlets and media.
The cost will be EUR 6,430.12 at an exchange rate of EUR 1 = \$C1.388

Entries should include the cost in the local currency, the existing exchange rate and the dollar conversion from local to Canadian currency.

City/Cities/National: * **National**

Vendor: * **Telex Publicity**
The vendor is who produces the actual invoice.

Start Date: * **1 August 2021**

End Date: * **31 October 2021**

Check box if amount is a Flat Fee:
A Flat Fee is a one-time, all-in price, where only one invoice will be received from one company.

Cost per Week/Month in Canadian dollars: * **\$2,500.00**

Number of Weeks/Months: * **3**

Pre-Tax Amount in Canadian dollars: **\$7,500.00**

Tax Amount in Canadian dollars: * **\$1,425.00**

Total Amount Requested in Canadian dollars: **\$8,925.00**

Add Funding Request

Digital Marketing –

Description:

Around the September release, we will be doing big box on-line advertising on the Music Planet website, Germany's largest music related website. This is the go to spot for all music news and reviews in that country.

The cost will be €2,786.38 at an exchange rate of €1 = \$C1.388

City/Cities/National: National
 Vendor: Music Planet
 Start Date: 1 September 2020
 End Date: 30 September 2020
 CPM in Canadian Dollars: \$3.25

Impressions: 1,000,000
 Pre-Tax Amount in Canadian Dollars: \$3,250.00

Tax Amount in Canadian Dollars: \$617.50

Total Amount Requested in Canadian Dollars: \$3,867.50

New Funding Request:
Germany

Type of Funding Request: * **Digital Marketing**

If you choose "Other", "Retail Promotions" or the amount is a flat fee please specify all details and calculations in your Description.

Description: * Around the September release, we will be doing big box on-line advertising on the Music Planet website, Germany's largest music related website. This is the go to spot for all music news and reviews in that country.
The cost will be EUR 2,786.38 at an exchange rate of EUR 1 = \$C1.388

Entries should include the cost in the local currency, the existing exchange rate and the dollar conversion from local to Canadian currency.

City/Cities/National: * **National**

Vendor: * **Music Planet**
The vendor is who produces the actual invoice.

Start Date: * **1 September 2021**

End Date: * **30 September 2021**

Check box if amount is a Flat Fee:
A Flat Fee is a one-time, all-in price, where only one invoice will be received from one company.

CPM in Canadian dollars: * **\$3.25**

Impressions: * **1,000,000**
Impressions will automatically be divided by 1,000 when calculating totals.

Pre-Tax Amount in Canadian dollars: **\$3,250.00**

Tax Amount in Canadian dollars: * **\$617.50**

Total Amount Requested in Canadian dollars: **\$3,867.50**

Add Funding Request

Once you have completed your application, you will be asked to confirm if the information you have entered is correct. After submitting your application, you will not be able to make any changes or additions.

Should Soundscan indicate the applicant has reached but not exceeded the eligibility requirement for net sales, then it is not necessary to forward net sales reports to us. Should Soundscan **not** indicate the net sales requirement has been met, then Canadian net sales reports indicating the title's total Canadian shipments minus any returns must be submitted to us by the application deadline proving sales eligibility for an application to be considered. They can take the form of a concise print-out on the distributor's letterhead or a letter from the distributor on their letterhead. Manufacturing sheets will be accepted in specific situations but that needs to be cleared with us first, otherwise the Canadian net sales report is what we need to see for the application to be considered. Canadian net sales reports are necessary for the title which you have applied for in the application if it has already been shipped. If the qualifying title that meets our net sales minimum is not the title for which you are applying, you must **also** send a Canadian net sales report from the distributor of the title from the last five years which meets our net sales criteria in the artist's respective genre. Documents sent in previous rounds will not be accepted. We need to see updated information.

Submit

Before you submit your application, please ensure that all of the information you have entered is correct. After submitting your application, you will not be able to make any changes or additions.

By clicking on the "Submit Application" button below you agree to all sign-off terms.

By clicking through below, the Applicant(s) agree to have full knowledge and notice of the representations made in this application. Should you be successful you will be required to execute a more detailed financing agreement, which will be subject to further conditions. The Applicant(s) hereby represent and warrant that all information contained in this application is true and accurate to the best of their knowledge and belief. All information contained herein shall be considered a material representation affecting the decisions of the Radio Starmaker Board of Directors. Any funding awarded is subject to the complete and unfettered discretion of the Board of Directors and their decisions shall be final and binding.

[Submit Application](#)