

Marketing Assistance

APPLICATION AND SCHEME GUIDELINES

This document provides the Application and Scheme Guidelines.

Infocomm Media Development Authority (IMDA) reserves the right to change the guidelines from time to time. Please ensure you check the website or with the respective IMDA Industry Officer for the latest version.

Note: This document has two (2) sections.

Section A of this document provides application and scheme guidelines for Marketing Assistance, including the eligibility criteria, application procedure, funding quantum, expected deliverables, claim procedure, etc.

Section B of the document provides the contact information.

Section A: Application and Scheme Guidelines for Marketing Assistance

1. General

Organisation Applicants

- 1.1 An organisation applying must be Singapore-registered organisations with at least one Media Singapore Standard Industrial Classification (SSIC) code.

Individual Applicants

- 1.2 An individual applicant must be a Singaporean or Permanent Resident with a track record in relevant roles/capacities in the media sector. Individual applicants are allowed only for applications from the Film sector.

All Applicants

- 1.3 Applicants can apply for Marketing Assistance to defray the cost of expenses related to travel and attendance for either:
 - 1.3.1 IMDA-approved Marketing Assistance markets or events which can be found at IMDA's website or the link [here](#); or
 - 1.3.2 Markets or events that are not in IMDA's approved list (refer to section 1.3.1) but where the applicant has been:
 - 1.3.2.1 invited to screen/pitch content or projects in a market or event; or
 - 1.3.2.2 invited to receive awards in a market or event; or
 - 1.3.2.3 nominated for competition in a market or event.

Applicants should consult the respective IMDA Industry Officers prior to submitting an application.
- 1.4 IMDA does not give retrospective funding. The funding cannot be given retrospectively for events that had taken place.
- 1.5 Formal approval from IMDA should be obtained by applicants before travelling. Applicants who choose to travel to attend a market or event before receiving

IMDA's formal approval, do so at their own financial risk as IMDA's approval is not guaranteed. IMDA will not fund applicants for travel expenses incurred, should their Marketing Assistance applications be rejected.

- 1.6 IMDA's decision is final. No appeal will be entertained.

2. Application

Organisation Applicants

- 2.1 Applications must be made by completing and submitting the funding application via the Business Grant Portal (BGP). Please refer to <https://www.businessgrants.gov.sg/> for details on BGP.
- 2.2 The representative, submitting the funding application on behalf of the organisation, must have a CorpPass user account to be able to login into BGP.
- 2.2.1 If the representative does not have a CorpPass user account, the organisation's CorpPass administrator would need to create an account for the representative and assign an appropriate BGP e-Service role.
- 2.2.2 If the organisation has not set up and registered a CorpPass account, please visit www.corppass.gov.sg for more information..
- 2.3 The funding application should be submitted to IMDA before the application closing date for the event as stated in the list of IMDA-approved events. Please refer to the link in Paragraph 1.3.1 above. IMDA reserves the right to reject late or incomplete submissions.
- 2.4 IMDA's decision will be made and conveyed to applicants within nine (9) weeks upon IMDA's receipt of completed application form and all supporting documents via BGP.
- 2.5 If a funding application is approved, a Letter of Offer would be issued by IMDA through BGP and the applicant should formally accept the offer through BGP before the date specified in the Letter of Offer.
- 2.6 The Letter of Offer needs to be formally accepted through BGP before the milestone claim can be made.

Individual Applicants

- 2.7 The funding application must be made by completing and submitting the official IMDA Application Form “Application Form for Marketing Assistance” via the Online Grants Management System (OGMS).
- 2.8 The funding application should be submitted to IMDA before the application closing date stated for the event as stated in the list of IMDA-approved events. Please refer to the link in Paragraph 1.3.1 above. . IMDA reserves the right to reject any late or incomplete submissions.
- 2.9 IMDA’s decision will be made and conveyed to applicants within eight (8) weeks upon IMDA’s receipt of completed application form and all supporting documents.
- 2.10 If a funding application is approved, a Letter of Offer would be issued by IMDA through OGMS and the applicant should formally accept the offer through OGMS before the date specified in OGMS.
- 2.11 The Letter of Offer needs to be formally accepted through OGMS before the milestone claim can be made.

3. Milestone Claims

- 3.1 Milestone Claims will be based on the deliverables and quantum found in Section 5 of this document.
- 3.2 Milestone Claims are to be made upon satisfactory delivery of the milestones through OGMS. This includes organisations who had made the applications through BGP.

Organisation Fund Recipients

- 3.2.1 The organisation must be registered in OGMS in order for its representative to be able to submit a claim. The representative who has submitted the M-Assist application in BGP on behalf of the organisation, must be the same representative that submits the claim.
- 3.2.2 If the organisation is not registered in OGMS, the organisation must perform a one-time registration to create an organisation profile in OGMS before submitting the claim. In creating the OGMS organisation profile, the organisation must ensure that its representative who has submitted the M-Assist application in BGP on behalf of the organisation, is added as either an authorised or organisation representative or organisation representative in its OGMS profile.

- 3.2.3 If the organisation already has an OGMS profile, it should still ensure that its representative who submitted the M-Assist application in BGP on behalf of the organisation, is an authorised or organisation representative in its OGMS profile. If the representative is not in the OGMS profile, he/she must be added in the profile before he/she can make the claim.
- 3.3 Disbursement of grants would be made via GIRO to the bank account stated in OGMS.

Organisation Fund Recipients

- 3.3.1 The representative who has submitted the M-Assist application in BGP on behalf of the organisation, must enter the bank account details in OGMS, before submitting the claim for the project.

Individual Fund Recipients

- 3.3.2 Individual fund recipients must enter their bank account details in OGMS as part of the acceptance of the Letter of Offer.

All Fund Recipients

- 3.3.3 If a GIRO arrangement has not been established between IMDA and the bank account stated in OGMS, the fund recipient would need to submit the completed and signed GIRO Direct Credit Authorisation Form through OGMS, before making the milestone claim.
- 3.4 As a pre-requisite for the drawdown, IMDA must be satisfied with the respective deliverables submitted by the fund recipient.
- 3.5 If the fund recipient breaches any of the terms and conditions stated in the Letter of Offer, the Letter of Offer may be terminated and IMDA will not disburse any grant funds to the fund recipient.
- 3.6 If the fund recipient fails to submit the deliverables by the delivery date stated in the Letter of Offer, the Letter of Offer will be automatically terminated immediately (unless IMDA notifies otherwise), and IMDA will not disburse any grant funds to the fund recipient.

4. Variations

- 4.1 If there are any variations required, such as changes in timelines, deliverables, organisation's representatives attending the event, etc., the funding recipient must obtain IMDA's approval before making the variations.

5. Funding Quantum, Policies and Guidelines

- 5.1 Marketing Assistance will defray the costs for the following expense categories:

- Airfare
- Living Allowance
- Market Badge
- Booth Rental
- Marketing Collaterals
- Digital Format Transfer

- 5.2 The estimated grant amount that a fund recipient can expect to receive is based on the funding amount for each expense category for each IMDA-approved event or market (as listed [here](#)).

- 5.3 IMDA will fund up to S\$25,000 per fund recipient per calendar year of events (based on the start date of the event) under Marketing Assistance.

- 5.4 In calculating the grant amount, IMDA takes the following into consideration:

- 5.4.1 IMDA will only fund up to a maximum of five (5) days within the official duration of the event/market per individual/organisation representative.

- 5.4.2 IMDA will not fund any individual/ organisation representative who accepts full or partial sponsorships for airfare or living allowance (including accommodation), for any event/market. The individual/organisation representative should reject the sponsorship before applying to IMDA for funding. However, if only a few organisation representatives out of the total pool of organisation representatives attending the event/market are sponsored, those who are not sponsored can apply for funding.

- 5.4.3 IMDA will only fund airfare, living allowance and market badges as a bundle for each individual/organisation representative. However, market badges can be excluded from the bundle for the following situations:

- 5.4.3.1 The fund recipient is renting a booth at the event and has received market badge(s) as part of the booth rental; or
 - 5.4.3.2 The fund recipient has received market badge(s) from IMDA; or
 - 5.4.3.3 The fund recipient has received complimentary market badge(s) from any other sources.
- 5.5 Organisation fund recipients must ensure that organisation representatives attending the event/market are Singaporeans or Permanent Residents.
- 5.6 Only one disbursement will be made after the completion of the project, upon IMDA's satisfactory acceptance of the milestone deliverables stipulated in Table 1 below:

Table 1

	Deliverables required
For all applications	<p>a) Completed post-event Trip Report <i>(The Letter of Offer would contain a template for the event report. Fund recipients have to complete all fields in the template, or indicate "Not applicable" should any of the fields not apply to them.)</i></p> <p>b) Evidence of actual travel and the number of days spent in the country for each individual/ representative who attended the event – copy of each individual's/ organisation representative's boarding pass.</p> <p>c) Copy of market badge or registration confirmation for each individual/ organisation representative who attended the event/market with Marketing Assistance funding.</p>
For applications claiming for booth rental	d) Evidence of exhibition booth rental to prove that the booth had indeed been rented (e.g. confirmation of booth rental or scanned photo of booth)
For applications claiming for digital format transfer	e) Copy of receipt(s) related to Digital Format Transfer costs incurred
For applications claiming for airfare	f) Copy of the airfare receipt(s) for individual/ each organisation representative who attended the international market or event with Marketing Assistance funding
For applications claiming for marketing collaterals	No specific deliverables (such as receipts) are required but IMDA requires proof of attendance at the event/market, which would be deliverables a), b) and c).

6. Other Requirements

- 6.1 Fund recipients must maintain full and accurate records with respect to the project. IMDA 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 fund recipient must promptly furnish all data, reports, contracts, documents and other information, if requested by IMDA.
- 6.2 Applications shall be assessed on the following criteria:
- Applicant's content; and
 - Applicant's portfolio; and
 - Applicant's event plan; and
 - For market or events not listed in IMDA's approved events list, the prestige/reputation of the market or event.
- 6.3 Business outcomes of the applicant's attendance at the event/market should be stated clearly in the application form, and reported in the post-event trip report.
- 6.4 Fund recipients must report on all of the business outcomes in the post-event trip report, stated below, and indicate "not applicable" should a specific business outcome not apply to them:
- Number of meetings that the fund recipient has attended and furnish names of the parties met; and
 - Number of people that attended screenings/ conferences/ seminars that fund recipient spoke or showcased content project at; and
 - Number of nominations and number of awards won; and
 - Sales generated (based on value of contracts signed during the event).

Section B: CONTACT INFORMATION

If you have any enquiries on IMDA Grant Schemes, please submit your enquiry via the online feedback form at <https://www.imda.gov.sg/feedback>