

NETWORKS & PR 2014

Apply for PR support!

Music Finland coordinates support for promotion and marketing campaigns for Finnish music industry companies in the UK in 2014. The support is issued by the Finnish Ministry of Employment and the Economy and is a part of the follow-up of the Music Finland UK 2012-2013 initiative. With the support, Music Finland aims to grow the size of marketing and PR investments as well as increase media coverage of Finnish music in the UK.

Apply if

- You will market your Finnish product (e.g. artist, band or album) in the UK
- You will use an external local PR office or equivalent for the marketing and PR of your product
- Your aims are to launch or popularize your product in the UK and to increase the sale and demand of your product
- The project will realize after the decision to grant the support and by 31.12.2014.

Recipient criteria

- The recipient shall be a company/association/foundation/sole trader registered in Finland.
- The recipient's export product shall be Finnish (Key Flag criteria apply).
- For the entire duration of the project (when submitting the application, when export begins, when reporting), the recipient shall be registered in the Register of Companies and the Prepayment Register, and the company shall have no outstanding tax liabilities.
- The recipients shall commit to submitting accurate information on themselves and the export venture. Ultimately, each participating company shall be responsible for meeting the requirements for subsidy eligibility (Act on Discretionary Government Transfers 688/2001, Section 10).

During the project, the applicant shall also collect the materials needed to compile the said report. Music Finland shall have the right to audit the accounts of the grantee to an extent it sees fit, in case there is reason to doubt the validity of the information given in the form. Should any fraudulent activity be detected, all costs arising from the audit shall be borne by the grantee. If the recipient has been granted export support based on fraudulent information, the grant may be withdrawn / recovered in part or in full.

Please note that you can only receive support for the expenses that occur after receiving the decision to grant the support and by 31.12.2014.

PR support may be granted from 1 000€ to 10 000€ per project and for small companies up to 65% of the expenses of the project, 50% for medium-sized and 25% for large corporations.

The applications will be reviewed by the following terms

- Significance of the project in terms of the internationalization of the product and the international strategy of the company

- Professionalism of the applicant's operations
- Sustainability of operation in the target market
- Validity of the project and plan
- Use of expertise in the target market and quality of partners
- Demand in the target market
- Goals and measurements of success of the project

APPLICATION PROCESS

The application period ends May 31, 2014.

Please fill the application online at

<http://digiumenterprise.com/answer/?sid=1149785&chk=HY5PKZCZ>.

The applicants will be informed about the support decision within about two weeks from the application deadline. The applications are to be filled in an online form within the application period. The form includes the budget of the project. Documents regarding the project plan may be attached to the application. However, please note that all the fields shall be filled in the online form as well.

The recipients shall commit to act according to the plan presented in the application and follow the instructions given. Music Finland will not process faxed, mailed, e-mailed, or late applications.