

## **2022-23 Nova Scotia Mineral Resources Development Fund (MRDF) Marketing Grant**

### **Marketing Grant**

- Marketing Grants provide support to mineral license and lease holders, companies, and industry associations to promote mineral opportunities and attract investments to Nova Scotia's exploration and mining sectors. Grants will principally support participation at regional, national, and international conferences, sector trade shows, and investment forums.

### **Eligibility**

- Applicants must be mineral license or lease holders or be a representative of a mineral license or lease holder.
- The license or lease being promoted must be in good standing in accordance with the *Mineral Resources Act and Regulations*.
- Applicants must be the license or lease holder of the property being promoted. If the applicant is being represented by another individual who will be marketing or promoting the property, a signed agreement for this representation must be accompanied with the application.
- Applicants are permitted to apply for more than one marketing grant each fiscal year.

### **Eligible Expenses**

- Eligible expenses include:
  - transportation,
  - accommodations,
  - meals,
  - incidentals,
  - booth and furnishing rentals,
  - promotional materials,
  - conference registration,
  - other related expenses approved by the department.

## Responsibilities

- Grantees must follow travel and travel expense rules defined in the Government of Nova Scotia's travel policy (<https://novascotia.ca/treasuryboard/manuals/PDF/200/22601-07.pdf>).
- Grantees are required to submit original paid receipts for reimbursement of expenses by the deadline, as stated in the Approval Letter.
- Grantees must record and report results ([see Marketing/Promotion Results form](#)) and option agreements made as a result of the promotional activity that was supported by the MRDF marketing grant.

## Application Procedure

- Applications must be submitted using the application form provided to [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca).
- Applications will be accepted throughout the fiscal year starting on April 1, 2022.

## Deliverables

- Within one month of the end of the promotional activity the grant recipient must submit a report ([see Marketing/Promotion Results form](#)) to the department outlining the result of the event and how their attendance at the event was useful to the promotion of their properties.
- The report must also contain information on any option agreements made as a result of the promotional activity.
- The department may request an update on the results and option agreements made as a result of the promotional activity following the event.

## Application Review and Evaluation

Applications will be evaluated by the MRDF Review and Evaluation Committee based on:

- the promotional and marketing merit of the project, including whether the marketing and promotion plan is well conceived and likely to achieve the stated goals on the application,
- the forecast budget for the marketing and promotion activities,
- past performance of an applicant, if they have received previous Nova Scotia Mineral Incentive Program (NSMIP) or Mineral Resources Development Fund (MRDF) grants.
- The department may not provide a grant if the applicant failed to provide the required report for a previous marketing grant or failed to provide an update on the results of a previous grant, as requested by department.

- Successful applicants will receive an approval letter by e-mail confirming that their application has been approved for funding and the amount of funding that is approved. Only approved expenses listed in the approval letter will be eligible for reimbursement under the MRDF.
- Any changes to the application or activities proposed must be submitted by e-mail to the department, and the department's approval returned by e-mail. Failure to do so will mean activities related to those changes may not qualify for reimbursement.

***Novascotia.ca e-mail accounts can only receive 30MB of data per e-mail; if the application and data exceed this, please notify the MRDF Administrator, who will direct you to an ftp site. (It is recommended you check with your e-mail provider to inquire about size limits for sending e-mails with large data amounts).***

## **Fund Disbursement**

- Funds (100%) will be paid after original expense receipts are received by the department by email or mail. Scanned original receipts in one PDF document emailed to the [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca) is the new preferred method of receiving expenses. Original expense receipts can also be received by mail at the Department of Natural Resources and Renewables, Attention: Mineral Resources Development Fund, PO Box 698, Halifax, NS, B3J 2T9 by the stated deadline in the approval letter and approved by the department.
- Private companies are not eligible for marketing grants, nor are approved to promote their properties in the designated Prospector/Government booth space at PDAC. They must make arrangements to rent a booth space for their marketing activities.
- In the case of a cancellation or postponement of a conference, budgetary decisions will be made on a case-by-case basis. Please contact the MRDF Administrator for more information.
- It is recommended that only one representative of jointly held licences attend a conference under an MRDF Marketing Grant. If multiple representatives must attend the same conference, the maximum grant amount must be shared between the multiple representatives.
- It is recommended that the grantee maintain regular contact with the MRDF Administrator throughout the duration of the project. If the grantee requires a change in project scope, they must request this to the MRDF Administrator by email and receive approval in writing.