



Trade Assistance Program (TAP) For Design of Marketing Materials and Websites

Manitoba Trade and Investment

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DESIGN of MARKETING MATERIALS and WEBSITE GUIDELINES

The following guidelines are in effect from April 1, 2009 to March 31, 2010 and supersede any previously issued guidelines.

The Trade Assistance Program is designed to encourage Manitoba firms to develop new market opportunities outside the province by assisting with the costs of designing export-effective quality marketing materials and websites.

The program is open to Manitoba firms that produce exportable products or services to markets outside of Manitoba, with at least 50% Manitoba content.

Qualified firms may apply to Manitoba Trade and Investment for details.

Firms with more than 125 employees are not eligible.

Applicants are required to show why the assistance is needed and what the long term benefits of the project will likely be.

A maximum of one application per fiscal year (April 1st to March 31st) for each of the Design of Marketing Materials and Website programs can be approved.

MARKETING MATERIALS

A detailed proposal from a 3rd party consultant should be submitted with the application (prior to commencement of the project).

The assistance will consist of 50% of the expense (up to a maximum of \$2,500) of having an independent consultant create a design for production print/ready materials to be used in export markets.

Design and translation expenses are eligible. Printing costs are not eligible.

WEBSITE

A detailed proposal from a 3rd party consultant should be submitted with the application (prior to commencement of the project). The assistance will consist of 50% of the expense (up to a maximum of \$750) of having an independent consultant develop an Internet website.

Eligible expenses include layout, design, translations and/or photography which will be used on the company website.

One upgrade of a company's website will be allowed over a 3-year period up to a maximum of \$750.

PROCESS

Applicants will be contacted by a Manitoba Trade and Investment representative in the course of preparing an evaluation of the application.

Once approval has been given to the application, the project can commence.

When the project has been completed to the satisfaction of the applicant, a claim must be submitted. The claim will be supported by proof of payment to the consultant in the form of cancelled cheques, with endorsement side (ie both sides of cheque) or credit card/bank statements, or receipts, plus samples of the completed project. The claim must be submitted no later than 15 days after project completion. No claims can be accepted after fiscal year-end March 31st.

No duplication of support for the project by other government programs is allowed.