

# 2024-25 Nova Scotia Mineral Resources Development Fund (MRDF)

## Marketing Grant

### Marketing Grant

- Marketing Grants provide support to prospectors holding mineral licenses to promote mineral opportunities and attract investments to Nova Scotia's exploration and mining sectors. Grants will principally support participation at and associated marketing materials for 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. Only one representative for each property will be considered.

### 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 paid receipts for reimbursement of expenses by the deadline, as stated in the Approval Letter.
- Grantees must record and report results 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, 2024.

## Deliverables

- Within one month of the end of the promotional activity the grant recipient must submit a completed Marketing Promotion Results Form (available on the MRDF webpage) to [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca) 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 based on:

- Submission of a complete proposal that meets eligibility requirements,
- The expertise of the applicant,
- the applicant's previous work with MRDF and adherence to the law,
- organization and clarity,
- Applicability and relevance to the Nova Scotia mining industry,

- Methodology and approach,
- Budget estimation,
- Successful applicants will receive a grant contribution agreement (to be signed by the grantee) confirming that their project has been approved and listing the expenses that will be covered under the MRDF. Only approved expenses incurred starting April 1, 2024, will be eligible for reimbursement under the MRDF.

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 to [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca) and the MRDF Administrator'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 send you a secure file transfer link.***

## Fund Disbursement

- Funds (100%) will be paid after digital expense receipts are received by the department by email or mail. Scanned digital receipts in one PDF document emailed to the [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca) is the 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.
- Public companies are not eligible for marketing grants.
- 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. Extra expenses incurred because of unforeseen circumstances, including but not limited to weather events and flight cancellations, must be approved by the MRDF Administrator before being incurred or may result in non-reimbursement.
- If multiple representatives of a company and/or project must attend the same conference, the maximum grant amount must be shared between the multiple representatives.