



**Boat Builders' Marketing Assistance Program
Funding Guidelines**

Program Area Objective	Eligible Projects	Eligible Costs*	Funding Amounts
<i>Market Research and Marketing Activities</i>	Provides the identification of new markets. Eligible projects include: market investigation and marketing studies. Support will be provided for boat builders to attend major boat shows and exhibit Nova Scotia built boats.	Airfare, hotel, vessel exhibit fees and some professional fees from qualified consultants may be eligible. Certain expenses related to transporting a vessel for exhibit may be eligible.	Cost shared support up to 75% with a maximum of \$70,000 per company per year**.
<i>Marketing Materials</i>	Support will be provided towards the development and production of marketing materials that promote product in new market areas.	Printed materials, booth displays, websites and videos.	Cost shared support up to 50% with a maximum of \$10,000 per company per year**.
<i>Nova Scotia In-Water Boat Show</i>	Nova Scotia companies that are exhibiting at the Nova Scotia In-Water Boat Show.	Boat exhibit fees at NSBA member rate.	Cost shared support up to 100% with a maximum of \$7,500 per company per year**.

**HST is not an eligible expense. Meals and incidentals are not eligible. Travel and accommodation is for 2 people max.*

***Year runs from May 1 - April 30*