LIFE SCIENCES
NOVA SCOTIA

Sales & Marketing Support Program

Program Description & Guidelines

Sales & Marketing Support (Program Description & Guidelines) – *Exclusively for LSNS Members*

Showcase your innovation and strengthen your market presence with the marketing assets and support your company needs.

The Sales & Marketing Support Program provides member companies with access to essential marketing assets, including photography, video production, website development, digital marketing insights, social media and graphic design support. This program is designed to help Nova Scotia life sciences companies grow their sales and highlight their innovation in the market.

Why Members Value This Program

- Strengthen brand credibility with high-quality visual and digital assets
- Improve visibility, storytelling, and digital engagement to accelerate your growth

Program Support Includes

- Branding & Graphic Design Support
  - Creation or refinement of brand identity
  - Graphic design for key assets such as pitch decks, logos and communications templates
- Social Media Support
  - Platform by platform strategy development and content planning
  - Management and audience-building support
- Website Development
  - New website builds or upgrades
  - UX improvements, visual enhancements, and updated content
- *Photography Support**
  - Team, product, workplace, and facility photography
  - Event and brand-aligned imagery
- *Video Development***
  - Founder stories, interviews, and workplace footage
  - Product demos, product animation, facility tours, and testimonials

**Participating companies will agree to allow Life Sciences Nova Scotia to use the images in promotional activities and materials that benefit the development of the life sciences sector. No future royalties or fees will be required.*

*** Participating companies will agree to allow Life Sciences Nova Scotia to use the video files in promotional activities and materials that benefit the development of the health and life sciences sector. They will also agree to allow Life Sciences Nova Scotia to include 'Supported by Life Sciences Nova Scotia" including the Life Sciences Nova Scotia logo. No future royalties or fees will be required.*

Approve projects are welcome to engage any qualified, 3rd service provider that you choose.

Copyright of Life Sciences Nova Scotia

LIFE SCIENCES
NOVA SCOTIA

Eligible Financial Support
The program will reimburse 75% of the cost of eligible expenses (excluding applicable taxes), up to a maximum of **$7,500.** Any contracts or business dealings will be between the Life Sciences Nova Scotia member company and the identified service provider. Additional services can be arranged directly with the service provider and will be at your cost.

**Life Sciences Nova Scotia members may participate in the Sales & Marketing Support Program more than once within the current funding cycle. Each member can access a cumulative, annual budget of $7500 CAD across all approved sales and marketing related projects.*

Program Dates: Present – March 15, 2027. All projects must be completed, invoices paid and claim submitted to Life Sciences Nova Scotia by March 15, 2027.

Program Eligibility Criteria

- Applicant is a Life Sciences Nova Scotia corporate member company in good standing.
- Applicant has not received prior funding from the Sales & Marketing Support Program within the current funding cycle.
- Each company will agree to allow Life Sciences Nova Scotia to use the images &/or video files in promotional activities and materials that benefit the development of the life sciences sector. No future royalties or fees will be required.
- Completion of attached Expression of Intent (EoI)
- Project will be completed by the March 15, 2027, deadline

***Sales & Marketing Support Program Terms & Conditions:**

- Applicant is a Life Sciences Nova Scotia Startup and Scale-up Member company in good standing.
- The program will reimburse 75% of eligible expenses (excluding applicable taxes), which include the cost of consultant service fees (up to a maximum annual total of $7,500.00 CAD across all approved sales and marketing related projects).
- Applicant has not received prior funding from the Sales & Marketing Support Program beyond the $7500.00 CAD program maximum within the current funding cycle.
- All projects must be completed, invoices paid and claim submitted to Life Sciences Nova Scotia by March 15, 2027.
- A proposed project is ineligible if it is already supported by other government programs or funding.

Copyright of Life Sciences Nova Scotia