



Artist Development Plan 2018-2019

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INSTRUCTIONS

IMPORTANT: Read the [Artist Development Program Guidelines](#) for assistance with preparing your application and completion, and to ensure you are aware of all program requirements!

Write your plans directly in this document. **This is a MANDATORY DOCUMENT. Do not make any changes to the formatting.** Save it using the following naming convention: [Artist Name] ADP Application [Month YYYY] (e.g. Example Band ADP Application May 2018).

In order to receive the full offer of \$2,000 from FACTOR you must be able to prove a minimum of \$2,667 CAD in eligible expenses upon completion.

Your Artist Development Plan must outline how much you plan to spend on development activities. There is flexibility across the areas listed in question two.

If you fail to execute, explain, or report adequately, you may lose your standing with FACTOR and jeopardize future funding. FACTOR may recall some or all of your funding.

Artist Name:

Applicant Name:

FACTOR Project #:

Application Deadline Date:

APPLICATION

1. Detail where you are in your career and your overall strategy/plan for growth in the coming year. Describe your challenges, ambitions, and where you hope to be after your Artist Development year. **300-word limit.**

2. Estimate how much you'll spend on the following development activities in the coming year (in Canadian dollars). Please include all spends, regardless of whether you hope to subsidize them with FACTOR funding:

 - a. Sound Recording
 - b. Marketing & Promotion
 - c. Touring
 - d. Showcasing
 - e. Video Production
 - f. Other Plans

3. Describe how these activities, noted in the second question, will contribute to your overall strategy/plan and how they will help you achieve your artist development goals set out above. **500-word limit.**