



COLLECTIVE INITIATIVES Program Guidelines 2024-2025

Published May 2024

Program Intent

The intent of the Collective Initiatives program is to support projects which increase the national and international profile and commercial potential of multiple Canadian artists and music entrepreneurs. Every event or initiative funded under this program must be collective in nature, meaning that it is intended to benefit multiple artists or music entrepreneurs. Projects cannot predominantly benefit any one artist, company, or enterprise.

Program Overview

1. The program includes three components, each encompassing a range of eligible projects and activities:
 - [Industry Events](#)
 - [Showcase Production for Artists from Official Language Minority Communities](#)
 - [Showcase Production for Export-Ready Artists](#)
2. Successful projects create new market development results for participating Canadian artists and music entrepreneurs. Expected results might include the following:
 - a) The creation of opportunities to access new markets or further expand into existing ones;
 - b) The increased awareness of participant artists and companies by consumers and industry personnel;
 - c) Increased revenue potential for participants;
 - d) Opportunities for artists to build their support teams and business networks; and
 - e) Events and initiatives that provide Canadian artists and music entrepreneurs with the business skills, know-how and tools to succeed in a global and digital environment.
3. Review of applications takes up to 8 weeks from the deadline date.
4. The percentage of FACTOR's contribution is up to 50% of total eligible expenses for Industry Events and Showcase Production for Export-Ready Artists, up to 75% for Showcase Production from Official Language Minority Communities.
5. Funding for this program is provided by the Department of Canadian Heritage's Collective Initiatives component of the Canada Music Fund and by Canada's Private Radio Broadcasters.

Application Deadlines

6. This program has four intake deadlines. First time applicants must submit a Letter of Intent six months in advance of project start date and confirm with FACTOR staff their eligibility for this program. If approved, application must be submitted four months prior to project start date.
 - Period One Deadline: **May 1, 2024**, for events occurring between September 1 and December 31, 2024.
 - Period Two Deadline: **September 16, 2024**, for events occurring between January 1 and April 30, 2025.
 - Period Three Deadline: **January 16, 2025**, for events occurring between May 1 and July 31, 2025.
 - Period Four Deadline: **May 15, 2025**, for events occurring between August 1 and November 30, 2025.

Who Can Apply

- Incorporated companies
 - Not-for-profit associations
7. Applicants must be Canadian-owned and controlled. Not-for-profit associations must be governed by a majority Canadian Board of Directors, membership must be 50% Canadian or greater, and their principal business

purpose is central to the career development of Canadian music artists. The event or project must have been operating for at least two years prior to the date of application; or, for new or first-time projects, the Applicant must show at least two years of significant and related experience necessary to undertake a project of that nature.

8. Ineligible applicants include Copyright collectives, funding organizations, and charities.

How This Program Works

9. This program has three components: [Industry Events](#), [Showcase Production for Artists from Official Language Minority Communities](#), and [Showcase Production for Export-Ready Artists](#). Applicants may apply for one, two, or all components of the program.
10. For each component, Applicants must submit:
 - a) A detailed budget outlining all projected and confirmed revenue, indicating whether private or public in nature, as well as all intended expenditures for the entire project. The budget must highlight any in-house, donated/non-cash and related-party transactions. Public funding is defined as revenue from any local, regional, provincial, federal, or international governments.
 - b) A proposal outlining the details of the project and its history
 - c) Goals and anticipated outcomes
 - d) Method to measure the outcomes
 - e) Applicants' background relevant to the project
 - f) Marketing and publicity plan
 - g) Diversity and Inclusion Policy for the organization and for the project.
11. Eligible applications are reviewed using the following criteria:
 - a) The project's relevance to the program's mandate;
 - b) The project's strategic value to the participating Canadian artists and music entrepreneurs;
 - c) The capacity of the Applicant organization to achieve the proposed results; and
 - d) Appropriate and realistic budget for the project.
12. Recipients will be required to report on the success of the proposed outcomes and the extent to which new market development opportunities have been created for participating artists.
13. **Recipient Accessibility Support Fund:** FACTOR grant recipients are eligible for top-up support to their project funding for costs related to accessibility. FACTOR will allow applications in this fund for up to \$5,000 each fiscal year, not to exceed \$5,000 per project. Eligible costs claimed under this fund will be reimbursed at 100%. This fund is open to artists and staff of music companies associated with the project Artist or Applicant. Support for this fund is provided exclusively by Canada's Private Radio Broadcasters. See more details on [FACTOR's Accessibility page](#).
14. The Recipient shall take measures conducive to creating an event and workplace free from harassment, abuse, and discrimination.
15. As a condition of funding, you must also provide the appropriate logo and acknowledgment in your production, and on any press and marketing materials, promotional items, and audio-visual materials produced under this program. Please see [FACTOR's Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives](#).

How to Apply

16. Applicants proposing projects that have not previously been funded by Collective Initiatives must first submit a one-page Letter of Intent to FACTOR. This letter should be emailed to CollectiveInitiatives@factor.ca and will be reviewed to determine eligibility.
17. You must have a reviewed and rated Applicant Profile in order to submit an application. Please go to the [How to Apply page on the FACTOR website](#) for instructions on creating Applicant Profiles.
18. All Applicants should read [FACTOR's Business Policies](#) before starting an application.

19. Applicants must include a company Diversity and Inclusion Policy with their application. Not-for-profit organizations must also include policies for management and Board of Directors positions within the organization.
20. FACTOR welcomes and encourages applications from people with disabilities. Please contact your Project Coordinator or our [general information account](#) to discuss options for accommodations throughout the application process, as well as our [Application Accessibility Support Fund](#).

Eligible Costs

21. Eligible costs must be:
 - a) Incurred after the application has been submitted and paid before the final Completion deadline;
 - b) Bona fide costs paid out-of-pocket by the Applicant to providers that are not employed by or related parties to the Applicant; and
 - c) Paid to Canadians and Canadian owned and controlled companies, for goods and services delivered in Canada. Goods and services purchased from international individuals and companies are eligible if deemed necessary to the execution of the project.
22. Ineligible costs include, but are not limited to:
 - a) Equipment purchases and purchases of capital assets;
 - b) Taxes that are subject to rebate to the Recipient (such as VAT, HST);
 - c) Musicians' union dues, penalties, fines, pension contributions and any other union-mandated payments;
 - d) CD, vinyl or other music media manufacturing and duplication costs
 - e) Event merchandise;
 - f) Donated services for musicians' fees;
 - g) In-kind expenses;
 - h) Grant Writer fees and expenses;
 - i) Alcohol.
23. Applicants may not receive funding from the [Sponsorship program](#) and this program for the same project, or elements of the same project, in the same fiscal year.
24. Where FACTOR allows Eligible Costs to be expended In-House, those costs must be charged, in FACTOR's sole opinion, at verifiable fair market value with no mark-up. For in-house services, the party providing the services must be in the business of, or professionally employed to provide such services. Likewise, allowable costs paid to Related Parties must also be charged at verifiable fair market value with no mark-up.
25. Costs must be verifiable with invoices, receipts, and proof of payment and submitted in Completion Report, as a condition of funding.
 - a) Receipts must include:
 - i. The name and address of the organization or individual who provided the goods or services.
 - ii. The name of the individual who purchased the goods or service.
 - iii. The goods or services purchased in detail, such as item description, quantity, unit price, extended price, additional charges and applicable taxes.
 - iv. The transaction date (including the dates of service or delivery if applicable).
 - b) Examples of eligible proof of payment include the back and front of a cancelled cheque, email transfer that has been deposited, Applicant credit card statement and bank statement that show the name of the payee, amount, and date, interbank transfer, wire transfer, and money orders.
26. **Cash payments** – for all Collective Initiatives components:
 - a) Incidental purchases under \$100 (e.g. gas, small goods) must be supported by a cash register receipt.
 - b) Lease or purchase of goods and services under \$500 must be supported by a detailed receipt indicating supplier, purchaser, description, cost, date.
 - c) Per diems under \$500 must be supported by a FACTOR-provided [Receipt for Services form](#) signed by the payee.
 - d) FACTOR will not reimburse expenses paid in cash where the claim is a lease or purchase of goods and services over \$500. Such costs must be paid by a bank transaction.

27. **Travel costs** – travel costs in all programs must follow the spirit and intent of the Treasury Board Guidelines, namely that these costs do not exceed the rates specified in the [Government of Canada Travel Directive](#). In the event of a discrepancy between a maximum reimbursable cost published by FACTOR and the same cost published by the Treasury Board Guidelines, the lesser cost shall be applied. In addition to the limits proposed by the Treasury Board Guidelines, travel costs in all programs are subject to the following:
- a) Accommodations are eligible to a maximum of \$300 CAD per room, per night. Other caps may apply – see [Business Policies: Eligible Costs - General Terms](#).
 - b) Flight costs at economy rate only.
 - c) No dollar value will be attributable to air miles, frequent flyer points or similar programs. However, FACTOR may recognize a cash fee charged by the points provider.
 - d) Applicants are urged to ensure that each person traveling is covered by trip cancellation, health/medical and accident insurance appropriate to the length and location of the visit to the country in which any funded travel occurs. If a trip or any portion thereof is canceled such that all or any portion of approved eligible costs is forfeit, the Applicant is required to recover the maximum amount available under its travel insurance. FACTOR will cover 50% of any remaining non-refundable costs.
28. FACTOR always reserves the right to allow, disallow, or modify costs. If you are uncertain about the eligibility of a cost, contact FACTOR before incurring that cost. Applicants must notify FACTOR immediately of any change to the original application or budget submitted.
29. An Administration Fee of 15% of direct, third-party, out-of-pocket costs is eligible, within the component or program cap. This fee is intended to cover overhead expenses such as occupancy costs and core staff salaries. If items intended to be covered by the Administration Fee are charged elsewhere in the budget, they must be actual, verifiable out-of-pocket costs that are directly attributable to the project. For example: staff salaries may be claimed if they represent labour that is directly related to the activities of the initiative being proposed, and are actual, verifiable, and charged at market value.

Funding and Payments

30. Applicants to every FACTOR program must declare any other public funding received or expected to be received toward the same project costs they are claiming to FACTOR. FACTOR's contribution plus any other public funding cannot exceed 100% of the project's total eligible budget. See [Glossary: Public Funding](#).
31. FACTOR funding is paid out in two stages: (1) an advance equal to 50% of the amount of approved funding is paid out once the application is approved and the funding agreements (a General Agreement and an Annex) have been executed by FACTOR and the Applicant; and (2) the remainder of the funding is paid out when the Completion has been received, reviewed, and accepted by FACTOR. FACTOR will remove any ineligible expenses from the final Completion budget. This may lead to a reduction in the final payment, and in some cases, it may result in the Applicant having to return a portion of the advance.

Project Completion

32. Recipients are expected to collect and report to FACTOR detailed data regarding the scope and success of the project. In most cases, the recipient will be required to draw their reporting data from a survey of participating artists/companies. Statistics on event attendance, number of delegates, number of artists participating, and broadcast views shall be collected and reported by the Recipient, when applicable, and as appropriate to the nature of the project.
33. Applicants must complete and submit the Completion for the project within three months from the end date of the approved Project or Event. This must include all invoices, receipts, and proofs of payment for expenses on the Cost Report, a detailed report on the project itself - including notes on successes, failures, and major variances from the project as initially proposed and approved, photos of FACTOR and Canada Wordmark logo placement on printed materials and signs, marketing, and publicity activity.
34. Recipients of \$100,000 or more in funding per project are required to submit an independent audited cost report on Completion. If an audited cost report is submitted, FACTOR may waive the requirement to submit invoices, receipts, and proofs of payment. Please review the [Business Policies: Audit by Third Party](#) for more details.
35. Failure to meet these deadlines may result in a penalty up to and including loss of all funding as well as not being permitted to submit new applications to any programs/projects with FACTOR until the completion is resolved.



INDUSTRY EVENTS

Component Guidelines

2024-2025

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Component Intent

The Industry Events component supports market development opportunities for Canadian artists and music entrepreneurs by subsidizing eligible music conferences, educational initiatives, mentorships, digital initiatives, and select national award shows in Canada. Successful projects must demonstrate strategic value towards the success of Canadian artists and music entrepreneurs in the national and/or global marketplace.

Eligible Activities

1. Eligible activities may include:
 - Music conferences
 - Educational initiatives
 - Mentorship initiatives
 - Select National Award shows
 - Market development research
 - Initiatives that significantly enhance the visibility and accessibility of Canadian music on digital platforms
2. Applicants must submit:
 - a) A proposal that includes the event's details, history, projected audience, and a discussion of the specific outcomes that are expected to be generated for the participating artists and music entrepreneurs;
 - b) A list of participating artists or music entrepreneurs. If participating artists/music entrepreneurs are not confirmed at the time of submission, a projected list may be provided, with unconfirmed artists and speakers noted as such. If participants are not confirmed at the time of submission, past programming may be attached. Proof of artist participation (signed offers/email correspondence) may be requested.
 - c) A budget detailing all expenses and revenue streams for the project; and
 - d) Supporting documents that demonstrate the potential success of the project or event in relation to the program's objectives, and could include a marketing plan, statistics or documentation from previous events, letters of support from participating members of the music community, etc.
3. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives for specific instructions. The failure to provide appropriate logos and acknowledgment could result in a loss of some or all your funding.
4. Hall of Fame-related awards are ineligible

Funding Limits

5. Funding under this component is a maximum of 50% of the total eligible budget to an annual limit of \$200,000. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

Eligible Costs

6. The eligible costs in this section are specific to the Industry Events component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
7. Eligible costs in this component can include:
 - a) Facility and equipment rentals
 - b) Marketing, Advertising and/or Promotional material
 - c) Speakers' fees
 - d) Travel, Accommodation, Per diems
 - e) Publicist
 - f) Graphic design
 - g) Event coordinator
 - h) Website development, online platform fees, database etc for initiatives that promote artists across a digital platform
 - i) Staff salaries may be claimed if they constitute labour directly attributable to the project/event and are actual and verifiable, directly related to the activities of the initiative, and charged at real cost with no mark-up.
8. Ineligible costs include expenses relating to an associated event but not directly for the conference/educational initiative (i.e., artist fees and production costs for showcase performances).

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

9. Applicants must complete and submit the Completion for the project, include all their invoices, receipts, and proofs of payment for expenses on the cost report, a detailed report on the project itself, including notes on successes, failures, and major variances from the project as initially proposed and approved, photos of FACTOR and Canada Wordmark logo placement on printed materials and signs, marketing, and publicity activity.
10. Recipients of \$100,000 or more in funding per project are required to submit an independent audited cost report on completion. If an audited cost report is submitted, FACTOR may waive the requirement to submit invoices, receipts, and proofs of payment. Please review [Business Policies: Audit by Third Party](#) for more details.

SHOWCASE PRODUCTION FOR EXPORT-READY ARTISTS Component Guidelines 2024-2025

Published April 2024

Component Intent

The activities undertaken under this component must be designed to increase awareness of Canadian music around the world by providing artists with opportunities to secure record distribution, licensing or publishing deals, tour bookings, radio/television exposure, major festival bookings, management, or other representation. These outcomes are generally created in one of two ways: either through inbound projects that bring international music industry professionals to a domestic showcase event, or through outbound projects that produce a showcase at an international industry-oriented event. Showcases must coincide with strong business activities where artists and/or their team can meet international delegates and be available for all artists to apply to for the performance slot.

Eligible Activities

1. This component supports international market development initiatives that benefit export-ready Canadian artists. It is intended for Applicants whose activities engage several export-ready artists in showcase opportunities of international significance.
2. For the purpose of this component, an export-ready Canadian artist is a Canadian artist who has:
 - a) At least one sound recording of any format or duration that has been made commercially available to the general public in Canada; and
 - b) At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase; and
 - c) A professional support team including at least one of the following: artist manager, record label, booking agent, publicist, publisher; and
 - d) Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).
3. “Commercially available to the general public” in this component means the sound recording has been offered for sale or consumption to the general public through streaming, digital or physical retail distribution. If the sound recording has only been made available at live performances of the artist, it will not be deemed to have been made commercially available to the general public.
4. Applicants must submit:
 - a) A proposal that includes the event’s details, history, projected audience, marketing/publicity plan and a discussion of the specific outcomes that are expected to be generated for the participating artists;
 - b) A list of participating artists with proof of artist participation (signed offers/email correspondence);
 - c) A list of confirmed or tentative delegates and their associated country invited to the showcase;
 - d) A budget detailing all expenses and revenue streams for the project;
 - e) Details of how the application will be promoted to the applicable artists and their support teams.
 - f) Supporting documents that demonstrate the potential success of the project in relation to the program’s objectives, and could include a marketing plan, statistics, or documentation from previous events, etc. Applicant’s experience in producing export showcases with measurable results.
5. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives](#) for specific instructions. The failure to provide appropriate logos and acknowledgment could

result in a loss of some or all of your funding.

Funding Limits

6. Funding under this component is at 50% of the total eligible budget. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

Eligible Costs

7. The eligible costs in this section are specific to the Showcase Production for Export-Ready Artists component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.
8. Eligible costs in this component can include:
 - a) For inbound markets, costs associated with bringing in foreign industry personnel, buyers, promoters, etc. to Canada for a conference and/or showcase (members of the press are not eligible invitees):
 - i. Accommodation
 - ii. Per diems
 - iii. Ground and air transportation
 - b) For outbound markets, costs associated with producing a showcase outside of Canada:
 - i. Venue rental
 - ii. Production
 - iii. Catering
 - iv. Production personnel
 - v. Marketing and publicity
 - vi. Market consultants
9. Delegate travel expenses must also meet the regular FACTOR guidelines for travel to be considered eligible.
10. The conference organizer will select the attendees and submit the application. Applicants can include in their budget the costs associated with having international delegates participate in panels and B2B meetings virtually. If the Applicant intends to include these costs, they must ensure the delegates participate in B2B meetings with the Canadian delegates that are participating either in-person or virtually.
11. Eligible Expenses:
 - Canadian delegate travel costs (airfare/train/bus, hotel, etc.) that fit the criteria in the above paragraph
 - Per diems for Canadian delegates that fit the criteria in the above paragraph
 - Costs associated with hosting international delegates virtually (digital hosting fees, honorariums, etc.)
 - Online B2B hosting fees.
12. Costs associated with the production of a live or pre-taped showcase used solely for outbound event including:
 - Filming equipment
 - Videographers and related staff
 - Venue rental
 - Backline
13. If the event organizer is requesting funding to support the cost of a staff person traveling to the showcase, only one staff person's expenses are eligible per each trip. The Applicant must also provide details on the role that this staff person will play in the actual production of the showcase or in the curation of B2B development meetings for participating artists.
14. Ineligible costs for the Showcase Production for Export-Ready Artists component include:
 - a) Artist performance fees and related artist-specific costs such as travel. Participating artists are encouraged to apply for Showcase support from FACTOR through the [Live Performance program](#).
 - b) Ancillary expenses and production costs for artists that do not qualify as export-ready artists or are not Canadian citizens or permanent residents of Canada.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

15. Applicants must complete and submit the Completion for the project, include all their invoices, receipts, and proofs of payment for eligible expenses on the cost report, a detailed report on the project itself, including notes on successes, failures, and major variances from the project as initially proposed and approved, photos of FACTOR and Canada Wordmark logo placement on printed materials and signs, marketing and publicity activity.
16. Completion must include details on the delegates, their meetings, and the results of those meetings.
17. The Component Information submitted must include a report detailing the activities of the event, the role of the Applicant and its partners, and specific outcomes for the artists who participated.

SHOWCASE PRODUCTION FOR ARTISTS FROM OFFICIAL LANGUAGE MINORITY COMMUNITIES

Component Guidelines

2024-2025

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Program Intent

This component assists with the costs of organizing and producing music showcases that expose new artists who are members of an official language minority community ("OLMC-eligible") to a larger audience through appearances at local, regional, national, or international events.

Eligible Activities

1. For FACTOR's purposes new OLMC-eligible artists must be Canadian citizens or permanent residents of Canada and resident of the province of Quebec, and:
 - Speak English as their first language and record and sing in English; or
 - Speak another language other than English or French as their first language and record and sing in English; and
 - Artist's first professional commercial release (album or single) that is supported by a team (label, manager, publisher, agent, or publicist) is no more than 4 years from the start of the fiscal year in which the Applicant is seeking funding.
 - Artist is in early stage of their career.
2. In the case of a musical group with multiple members, if the majority of the band members are OLMC-eligible, the band will be considered OLMC-eligible.
3. Artists whose first language is French but who record and perform in English are not eligible.
4. Solo artists who have been, or currently are, members of successful bands are not OLMC-eligible.
5. Artists who speak French as their first language, record and sing in French and who reside outside the province of Quebec may be eligible for support under the Francophone component of the OLMC program, administered by [Musicaction](#).
6. Artists who record and compose instrumental music are generally not eligible, but may be considered eligible in very limited circumstances, subject to prior discussion with FACTOR.
7. Funding under this component can be applied to the event organizer's direct costs of showcasing such artists, and to support the cost of the artist(s) appearing at said event.
8. Check with FACTOR for artist eligibility before booking the artist.
9. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives](#) for specific instructions. The failure to provide appropriate logos and acknowledgment could result in a loss of some or all your funding.
10. Applicants must submit:
 - a) A proposal that includes the event's details, history, projected audience, and a discussion of the specific outcomes that are expected to be generated for the participating artists;
 - b) A list of participating artists;
 - c) Proof of Quebec residency for the artist, if requested by FACTOR;

- d) Proof of artist participation (signed offers/email correspondence)
- e) A marketing plan that features the OLMC artists;
- f) A budget detailing all expenses and revenue streams for the project; and
- g) Supporting documents that demonstrate the potential success of the project in relation to the program's objectives, which could include a marketing plan, statistics, or documentation from previous events, etc.

Funding Limits

11. Funding under this component is at 75% of the total eligible budget to an annual maximum of \$100,000. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

Eligible Costs

12. The eligible costs in this section are specific to the Showcase Production for Artists from OLMC component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
13. Eligible costs in this component include:
 - a) Artist fees
 - b) Artist travel and transport
 - c) Artist per diems
 - d) Artist accommodation
 - e) Facility rentals
 - f) Staging
 - g) Sound and lighting
 - h) Advertising or publicity
 - i) Promotional material
14. Showcase events which include both OLMC-eligible artists and non-OLMC artists must pro-rate the total showcase production costs (such as facility rentals, staging, sound, and lighting costs) to reflect the number of OLMC-eligible artists.
15. Ineligible costs for the Showcase Production OLMC component include any artist fees, per diems, travel, accommodations, and production costs related to non-OLMC artists that are also showcasing at the event.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

16. Applicants must complete and submit the Completion for the project, include all their invoices, receipts and proofs of payment for expenses on the cost report, a detailed report on the project itself, including notes on successes, failures, and major variances from the project as initially proposed and approved, photos of FACTOR and Canada Wordmark logo placement on printed materials and signs, marketing and publicity activity.
17. Details of the outcomes for the artist due to their performance at the event such as additional shows booked, increase in stream numbers,
18. The Component Information submitted must include a report outlining actual activities for the artists, audience size, promotion and marketing activities and specific outcomes for the artists who participate. Specific artist outcomes include value of any business deals secured as a result of the artist performance.