

## Collective Initiatives

### Program Guidelines

2018-2019

*Published April 1, 2018*

Included in this PDF:

[Digital Marketing](#)

[Industry Events](#)

[Showcase Production for Export-Ready Artists](#)

[Showcase Productio for Artists from Official Language Minority Communities](#)

### Program Overview

1. The objective of the Collective Initiatives Program is to support projects that increase the national and international profile and commercial potential of multiple Canadian Artists and Music Entrepreneurs. The Program includes four Components, each encompassing a range of eligible projects and activities:
  - **Industry Events**
    - Music Conferences
    - Educational Initiatives
    - Award Shows
  - **Showcase Production for Artists from Official Language Minority Communities** (Anglophone Artists residing in Quebec)
  - **Showcase Production for Export-Ready Artists**
  - **Digital Marketing**
2. Successful projects create new market development results for participating Canadian Artists and Music Entrepreneurs. Expected results might include the following:
  - The creation of opportunities to access new markets or further penetrate existing ones;
  - The increased awareness of participant artists and companies by consumers and industry personnel;
  - Increased revenue potential for participants;
  - Opportunities for artists to build their support teams and business networks; and
  - Events and initiatives that provide Canadian Artists and Music Entrepreneurs with the skills, know-how and tools to succeed in a global and digital environment.
3. Review of Applications takes up to 12 weeks from the date of Application.
4. 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

5. For all components, applicants for first-time funded projects must submit a letter of intent at least **five months prior to start date**, and receive permission from FACTOR to apply. In subsequent years, applications for those same projects must be submitted at least three months prior to the project or event start date.
6. NOTE: Provincial and territorial music industry associations must submit their whole year's activities under the Showcase Production for Export-Ready Canadian Artists component by February 1.

## Who Can Apply?

- **Incorporated companies**
  - **Non-profit associations**
7. Applicants must be Canadian-owned; or, in the case of a non-profit, be governed by a majority Canadian Board of Directors. 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' related experience necessary to undertake a project of that nature.

## How This Program Works

8. This Program has four Components: [Industry Events](#), Showcase Production for Artists from [Official Language Minority Communities](#), [Showcase Production for Export-Ready Artists](#), and [Digital Marketing](#). Applicants may apply for one or all Components of the Program. Please see the individual Component description below for details on the nature of each Component.
9. 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.
10. For each Component, Applicants must submit a detailed budget outlining all projected and confirmed revenue, indicating whether private or public in nature, as well as all intended expenditures for the project. The budget must highlight any in-house, donated/non-cash and related-party transactions.
11. Eligible Applications are reviewed using the following criteria:
  - The project's relevance to the program's mandate;
  - The project's strategic value to the participating Canadian Artists and music entrepreneurs;
  - The capacity of the Applicant organization to achieve the proposed results; and
  - The appropriateness of financial planning (including the proportion of administrative expenses to project expenses, and whether the requested amount is proportionate to the project's impact).
12. For repeat Applicants, in all cases, the Application will not be reviewed unless the reporting obligations to a prior funded project or event have been completed by the Recipient.
13. Successful 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.

## How To Apply

14. 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 [CI@factor.ca](mailto:CI@factor.ca) and will be reviewed to determine eligibility.
15. Before you can apply, you must have a reviewed and rated Applicant Profile. Please go to the [How To Apply page on the FACTOR website](#) for instructions on creating and sharing Applicant Profiles, followed by how to submit an application.
16. All Applicants should read FACTOR's [Glossary of Standard Terms and Business Policies](#) before starting an application.
17. 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 and Acknowledgment Guide CI](#).

## Eligible Costs – General Terms

18. These terms apply to all FACTOR Programs. Please see [Eligible Costs – This Program](#) (below) for details related to the Artist Development program. Applicants are strongly advised to read and understand both sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.
19. Only those costs identified by the Applicant in the Application and approved by FACTOR will be deemed Eligible Costs.
20. As a general rule, Eligible Costs must be bona fide costs paid out-of-pocket by the Applicant to providers that are not employed by or related parties to the Applicant. Non-cash costs are generally ineligible for reimbursement by FACTOR. Applicants are advised to discuss the eligibility of any and all non-cash costs with FACTOR in advance.
21. 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. Please see the [Program Guidelines and Component Guidelines](#) for details.
22. Eligible Costs are those paid to Canadians and Canadian owned and controlled companies, for goods and services delivered in Canada. Notwithstanding the foregoing, FACTOR will recognize eligible costs related to non-Canadian Artist Members.
23. Goods and services purchased from individual Canadians living outside of Canada will be deemed Eligible Costs. Goods and services purchased from Canadian-owned businesses physically located outside of Canada will be deemed Eligible Costs provided that the business continues to have significant commercial activity or maintains a head office in Canada.
24. Generally, and unless otherwise explicitly allowed by FACTOR, you may not apply for costs that you have already incurred. Eligible Costs will begin to be deemed eligible after the Application has been received at FACTOR. For clarity: as soon as your application has been received by FACTOR, you may begin incurring Eligible Costs. Costs incurred and paid prior to the submission of an Application are generally deemed ineligible. FACTOR may allow certain earlier costs on a case-by-case basis.

25. Costs incurred after the original Completion deadline, and any FACTOR-authorized extensions to that deadline, are ineligible.
  26. Costs must be verifiable with invoices, receipts and Proof of Payment. Unless otherwise noted or explicitly allowed by FACTOR, Proof of Payment must be submitted upon Completion, as a condition of funding.
  27. Except for specific costs as noted in the Program Guidelines or the Business Policies, costs will only be deemed Eligible if they are incurred and paid prior to the date of submission of the Completion, or prior to the final Completion Deadline, whichever is earlier. Costs that are incurred after the expiration of a Completion Deadline and any FACTOR-approved extensions to the Completion Deadline will not be allowed, except by express permission of FACTOR.
- 28. Cash payments** – for all CI 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, excluding per diems, must be supported by a detailed receipt issued by the payee indicating clearly all of the following:
    - 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).
  - 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 including but not limited to: personnel costs, fees for personal services, per diems, studio and equipment rentals, travel fares, hotel rooms, and vehicle rentals. Such costs must be paid by cheque, email transfer, credit card, interbank transfer, wire transfer or money order and supported by a detailed invoice or receipt as described above.
29. Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased. FACTOR reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- 30. 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. Hotel room or one-bedroom suite: Costs will be recognized at a maximum of \$300 per room or per suite per night, regardless of the number of occupants.
  - b. Hotel suite with more than one bedroom, where the suite is occupied by more than one eligible traveler in the same application: Costs will be recognized at the lesser of (a) the actual suite costs; or (b) \$300 per bedroom per night.
  - c. Private room, apartment or house rented through a public, commercial agency (e.g. Airbnb), where the claimant is the only tenant of the rental property: Costs will be recognized at a maximum of \$300 per night.
  - d. Private rooms, apartment and house rentals rented through a public agency (e.g. Airbnb), and hotel suites with several rooms, where the claimant is sharing the tenancy with other (non-funded) people: Costs will be recognized at the lesser of: (a) the actual room rental cost for one room as indicated on the agency or hotel invoice, to a maximum of \$300 per room per night; or (b) the total rental cost divided by the number of bedrooms in the property, to a maximum of \$300 per night. In the case of a shared tenancy, all tenants will be presumed to have paid a proportional share of the rental cost.

- e. Private, non-commercial accommodation costs (e.g. rooms in privately-owned apartments and houses not rented through an agency) will be recognized at the maximums published by the Travel Directive.
- f. Flight costs, where eligible, will be recognized by FACTOR for economy-rate tickets only (business and first class tickets are not eligible).
- g. 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.
- h. 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. In the event that 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.

**31. Ineligible costs** in all Programs 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, except where allowed within the allowance for promotional, not-for sale costs.
32. FACTOR reserves the right at all times to allow, disallow, or modify costs. It is advisable to discuss any significant changes to your budget before Completion. If you are uncertain about the eligibility of a cost, please contact FACTOR before incurring that cost. In order for a project and costs to remain eligible, Applicants must notify FACTOR immediately of any significant change to the original Application or budget submitted. A significant change would be one that impacts more than 25% of the budget.
33. In some Programs, FACTOR allows an Administration Fee to be added to the Total Eligible Costs, calculated as a set percentage of those costs. The current schedule of Administration Fees is set out in [Schedule A of the Business Policies](#), and also in the Component Guidelines. The Administration Fee is intended to contribute to overhead costs such as occupancy, staffing, and other day-to-day costs of running a business, which costs cannot be claimed elsewhere in the budget. The Administration Fee is not required to be documented on Completion.
34. The Administration Fee is not required by FACTOR to be paid to a grant writer, administrator, or any other supplier. The amount and method of payment due to a grant writer or any other supplier is a matter of contract between the Recipient and such supplier.

**35. Musicians' fees** - Where applicable, fees paid to musicians will be recognized as follows:

- a. For sound recording work, musicians' fees will be capped at a rate of \$400 per studio session, to a maximum of one session per track. The day rate includes overtime pay for the session, if any.
- b. "Leader fees" paid to third-parties will be eligible at up to double the day rate, but only if the session is contracted pursuant to a musician's union contract, and that contract is submitted to FACTOR. Royalty players (i.e. the artist and its members) may not claim a leader fee to FACTOR.
- c. For live performances, musicians' fees will be capped at a show rate of \$300 per show. The show rate includes all paid performances in one calendar day.
- d. Cash payments to musicians may only be eligible for FACTOR reimbursement if they conform to the policy on Cash Payments set out above. For reimbursement by FACTOR, the musician's fee must be supported by an invoice from the musician to the applicant, along with proof of payment showing the invoice was paid.
- e. Per diems paid to musicians will be recognized in addition to the above rates, to a maximum of \$50 per person per day. Claims to FACTOR for reimbursement of per diems paid in cash must be accompanied by a [Receipt for Services](#) form.
- f. Additional union-mandated payments such as dues, fines, pension contributions, etc. are not eligible for FACTOR reimbursement.

## Eligible Costs – This Program

36. This Program allows a wide range of eligible costs. Applicants are advised to review their budgets with FACTOR in advance to ensure their costs are eligible. Please consult the specific Component Guidelines below for general rules of eligibility of costs.
37. For this Program, FACTOR will allow an Administration Fee that 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. The Administration Fee is calculated as **10%** of total third-party, out-of-pocket expenses excluding producer fees and salary costs.
38. Recipients of \$100,000 or more in FACTOR support will be required to submit an independently audited cost report for the project on Completion. This report may be contained within the organization's annual financial statements, as long as it satisfies the requirements outlined in our Business Policies. Please see [Business Policies: Audit](#).

## Funding and Payments

39. 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](#).
40. FACTOR funding is generally paid out in two stages: (1) a FACTOR 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 may 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 FACTOR Advance.
41. With a CI Application, FACTOR will issue advance payments with consideration to the timing of each Component of a Project. Generally, FACTOR will issue an advance payment of up to 50% of the approved funding request for one or more active Components. A final payment will be issued for the balance of the approved funding request after a Completion has been submitted and reviewed by FACTOR for each completed Component.
42. To receive FACTOR funding, you must submit banking information for [Direct Deposit](#).

## Project Completion

43. Recipients are expected to collect and report to FACTOR 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.
44. Applicants must compile and organize all invoices, receipts and Proofs of Payment, then complete and submit the online Completion for the project, along with all their invoices, receipts and Proofs of Payment; and a detailed report on the project itself, including notes on successes, failures, and major variances from the project as initially proposed and approved.

45. Recipients of \$100,000 or more in funding per project are required to submit an independent audited cost report on Completion. If an audit is required, the cost of the audit may be considered an Eligible Cost, capped at a maximum of \$10,000. If an Audited cost report is submitted, FACTOR may waive the requirement to submit invoices, receipts and proofs of payment upon Completion. Please review the [Business Policies: Audit](#) for more detailed information.
46. Applicants should retain all their invoices, receipts and Proofs of Payment for seven years for FACTOR and Revenue Canada taxation purposes.

Included in this PDF:

[Digital Marketing](#)

[Industry Events](#)

[Showcase Production for Export-Ready Artists](#)

[Showcase Production for Artists from Official Language Minority Communities](#)



## Digital Marketing Component Guidelines 2018–2019

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### Eligible Activities

1. This Component is intended to fund projects that improve the accessibility of Canadian music on digital platforms, and to develop the infrastructure and capacity of Canadian digital music markets.
2. Innovative projects with direct market development consequences for Canadian Artists and music entrepreneurs are preferred.
3. Projects to develop, produce or market web platforms, games, digital music services, mobile applications or other interactive projects may be eligible, provided that they are designed to benefit, and involve participation by, multiple copyright holders. For example, a mobile application designed to feature one artist or one label would not be eligible. However, an application that features and promotes an entire genre, or a collective of artists and labels, may be eligible provided that multiple copyright owners have agreed to participate at the time the application is submitted.
4. **Applicants must submit:**
  - a. A proposal describing the initiative, the team producing it, and the outcomes it will create for participating Canadian Artists and Music Entrepreneurs;
  - b. A marketing plan for the project;
  - c. A budget detailing all expenses and revenue streams for the project;
  - d. Production quotes from third-party sources should be provided in the “additional information” section of the application if these expenses form part of the project budget;
  - e. Documentation from multiple copyright holders (including artists and/or music companies) evidencing their agreement to participate in the initiative;
  - f. For products that are being released (i.e. apps and games) a distribution plan; and
  - g. For products already released, the application should include relevant sales, downloads or other analytical data.
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 and Acknowledgment Guide CI](#) for specific instructions. Remember, 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 75% of the Total Eligible Budget to a maximum of \$50,000 per year. 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 Digital Marketing Component. Please also review [Eligible Costs – General Terms](#) as well as the [Eligible Costs – This Program](#) 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:**
  - development
  - graphic design
  - programming
  - beta testing
  - consultation fees
  - database development
  - multi-media development
  - marketing
9. Staff salaries may be claimed if they constitute labour directly attributable to the project/event and are actual, verifiable, directly related to the activities of the initiative and charged at real cost with no mark-up.
10. Ineligible costs include equipment purchase and general operating costs not related to the specific project.

## Component Completion

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

11. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Component Information, Budget).
12. The Component Information submitted must include a report with specific outcomes for the artists who participate.

## Industry Events Component Guidelines 2018-2019

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### Eligible Activities

1. The Industry Events Component supports market development opportunities for Canadian Artists and music entrepreneurs by subsidizing music conferences, educational initiatives, and awards shows. Successful projects must demonstrate strategic value towards the success of Canadian Artists and music entrepreneurs in the national and global marketplace.
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. Optional supporting documents should 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 and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

### Funding Limits

4. 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

5. The Eligible Costs in this section are specific to the Industry Events Component. Please also review [Eligible Costs - General Terms](#) as well as the [Eligible Costs - This Program](#) 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.

## 6. Eligible Costs in this Component can include:

- facility rentals
  - equipment rentals
  - advertising
  - speakers' fees
  - promotional material
  - travel
  - per diems
  - accommodation
7. Staff salaries may be claimed if they constitute labour directly attributable to the project/event and are actual, 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 for showcase performances).

## Component Completion

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

9. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Component Information, Budget).
10. Recipients of \$100,000 or more in funding per project are required to submit an independent audited cost report on Completion. If an audit is required, the cost of the audit may be considered an Eligible Cost, capped at a maximum of \$10,000. If an Audited cost report is submitted, FACTOR may waive the requirement to submit invoices, receipts and proofs of payment upon Completion. Please review the [Business Policies: Audit](#) for more detailed information.

## Showcase Production for Export-Ready Artists

### Component Guidelines

2018-2019

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### Application Deadlines (this Component only)

**For provincial/territorial music industry associations only:** Applications for the full year's export programming must be submitted by **February 1**;

For all other applicants:

**Period One** - For activities occurring between May 1 and October 31, applications must be submitted by **March 1**;

**Period Two** - For activities occurring between August 1 and January 31, applications must be received by **June 1**;

**Period Three** - For activities occurring between November 1 and April 30, applications must be received by **September 1**;

**Period Four** - For activities occurring between February 1 and July 30, applications must be received by **December 1**.

### Eligible Activities

1. This Component supports international market development initiatives that benefit Export-Ready Canadian Artists. It is intended for Applicants whose activities engage a number of Export-Ready Artists in showcase opportunities of international significance.
2. For the purpose of this component, an Export-Ready Canadian Artist is:
  - a. A Canadian artist who has:
    - i. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada; and
    - ii. 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
    - iii. A professional support team including at least one of the following: artist manager, record label, booking agent, publicist, publisher; and
    - iv. 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 physical or digital retail distribution, for streaming or sale online whether through the artist's own website, the record label's website, or a third-party website, through authorized audio or video streaming services, or released to terrestrial, satellite, and/or digital radio. If the sound recording is 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. 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 the production of a showcase at an international industry-oriented event.
5. **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. Proof of artist participation (signed offers/email correspondence) should be included;
  - c. A budget detailing all expenses and revenue streams for the project; and
  - d. Optional supporting documents which 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.
6. 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 and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

## Funding Limits

7. 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 - This Component

8. The Eligible Costs in this section are specific to the Showcase Production for Export-Ready Artists Component. Please also review [Eligible Costs - General Terms](#) as well as the [Eligible Costs - This Program](#) 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.
9. Eligible Costs in this component can include:
  - a. For inbound markets, costs associated with bringing in foreign industry personnel, buyers, promoters, etc. (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:
    - i. venue rental
    - ii. production
    - iii. catering
    - iv. production personnel
10. 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. As well, the Applicant must provide details on the role that this staff person will play in the actual production of the showcase or in the curation of business-to-business development meetings for participating Artists.

11. Ineligible costs for the Showcase Production 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.

## Component Completion

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

1. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Component Information, Budget).
2. The Component Information submitted must include a report with specific outcomes for the artists who participate.

## Showcase Production for Artists from Official Language Minority Communities Component Guidelines

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### Eligible Activities

1. This component is intended to assist with the costs of organizing and producing music showcases that expose 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. For FACTOR’s purposes OLMC-Eligible Artists must be Canadian citizens or permanent residents of Canada and resident in the province of Quebec, and either
  - 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.
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. 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.
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. 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.
7. 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 and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.
8. **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. If requested by FACTOR, Proof of Quebec residency for the Artist;
  - d. Proof of artist participation (signed offers/email correspondence) should be included;



- e. Eligible Artists must be invited by the event organizers to showcase, and all showcase confirmations (invitations, contracts, etc.) must be included with the Application;
- f. A budget detailing all expenses and revenue streams for the project; and
- g. Optional supporting documents which 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.

## Funding Limits

9. 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

10. The Eligible Costs in this section are specific to the Showcase Production for Artists from OLMC Component. Please also review [Eligible Costs - General Terms](#) as well as the [Eligible Costs - This Program](#) 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.

11. **Eligible Costs in this Component can include:**

- facility rentals
- staging
- sound and lighting
- advertising or publicity
- artists fees
- promotional material
- Artist travel and transport
- per diems
- accommodation

12. 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.

13. 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.

14. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Component Information, Budget).
15. The Component Information submitted must include a report with specific outcomes for the artists who participate.