

Industry Events Component Guidelines

2017–2018

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1. The Industry Events Component supports the creation of market development opportunities for Canadian Artists and music entrepreneurs by subsidizing music conferences, educational initiatives, and award shows. Successful projects must demonstrate strategic value towards the success of Canadian Artists and music entrepreneurs in the national and global marketplace.
2. 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.
3. **Eligible Costs in this Component can include:**
 - facility rentals
 - equipment rentals
 - advertising
 - speakers' fees
 - promotional material
 - travel
 - per diems
 - accommodation
4. 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.
5. Ineligible costs include expenses relating to an associated event but not directly for the conference/educational initiative (i.e. Artist fees for showcase performances).
6. **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 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.
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](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.