



Live Performance Program Guidelines

2024-2025

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Program Intent

The Live Performance program is intended to provide investment support to Canadian artists' on-stage opportunities for growing audience and expanding professional networks domestically and internationally.

Program Overview

1. The Live Performance program assists Canadian artists by subsidizing a portion of the cost of touring and showcasing in Canada and abroad through the [Tour Support](#) and [Showcase](#) components.
2. Funding in this program is calculated as the lesser of the final subsidy calculation, or 75% of the total eligible budget; to the program maximum.
3. The funding limits for the Tour Support and Showcase components are as follows:
 - Artist 3: **\$37,500** in combined tour and showcase support. The Tour Support component maximum is \$35,000, of which a max of \$20,000 can be used for domestic tours, and up to the full \$35,000 for international tours. The Showcase component maximum is **\$7,500**, \$5,000 of which can be used for domestic showcases, and up to the full \$7,500 can be used for international showcases.
 - Artist 2: **\$32,500** in combined tour and showcase support. The Tour Support component maximum is \$30,000, of which a max of \$15,000 can be used for domestic tours, and up to the full \$30,000 for international tours. The Showcase component maximum is **\$7,500**, \$5,000 of which can be used for domestic showcases, and up to the full \$7,500 can be used for international showcases.
 - General: **\$7,500** in Showcase support, of which a maximum of \$5,000 can be used for domestic showcases, and up to the full \$7,500 for international showcases. General artists are not eligible for the Tour Support component in the Live Performance program; however, the Tour Support component is available to General artists through all full-length sound recording and marketing programs.

These limits apply across all programs. Regardless of which program you apply under, or which Applicant applies, the amount of Tour Support and Showcase funding available for the artist will not exceed the above limits in each FACTOR fiscal year.

4. Review of applications takes six to eight weeks from the date of application.
5. Funding for this program is provided by Canada's Private Radio Broadcasters and the Department of Canadian Heritage via the Canada Music Fund's Individual Initiatives Component.

Application Deadlines

6. Rolling deadlines. Applications must be submitted to FACTOR at least one calendar day in advance of the showcase or tour start date, and no earlier than six months in advance of the showcase or tour start. Applications can be submitted as soon as all dates are confirmed.
7. Applicants may submit multiple applications throughout the year, subject to the annual maximum and the availability of funds.

Who Can Apply

- **All artists for the Showcase component**
- **Artists rated 2 or 3 for the Tour Support component**

8. The Artist must be the named Applicant and they must incur the costs directly. The costs may not be incurred by the label or the manager, and then charged back to the artist. This means artists will require their own Applicant Profile that has been reviewed and rated. Other parties such as record labels and artist managers may fill out the application on behalf of the artist only.
9. If eligible, one may apply for Tour Support as a component within this Live Performance program or through Company Envelope: Mid-Tier, Artist Entrepreneur, Juried Sound Recording: Album, or Juried Sound Recording: Single/EP.
10. Artists with agreements with tour producers funded by Musicaction or FACTOR's Company Envelope programs are not eligible for this program.

How to Apply

10. Before you can apply, you must have a reviewed and rated Applicant Profile and Artist Profile. Please go to the [How to Apply page on the FACTOR website](#) for instructions on creating and sharing profiles, followed by how to submit an application.
11. 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](#).

How This Program Works

12. There are two components to this program: [Tour Support](#) and [Showcase](#). Please review the [Component Guidelines](#) to ensure your project is eligible.
13. An Applicant's first project of the year will be the master project and additional components must be added under that project.
14. To qualify for either the Tour Support or the Showcase component within the Live Performance program, you must have either a current release or an upcoming release.
15. A current release is a qualifying album ("album" means a full-length sound recording consisting of at least six tracks or 20 minutes of music) by the artist that was released no longer than 24 months prior to the application submission date.
16. An upcoming release is a qualifying album by the artist that is due to be commercially released within six months of the latest scheduled tour or showcase date; for Tour Support the upcoming release must be due to be commercially released in the territory of the tour.
17. In addition, for the Tour Support component of the Live Performance program:
 - a) You must have booked at least eight live public performances;
 - b) Only one performance per day is eligible. All performances taking place during one calendar day constitute one tour date.
 - c) Tours must be completed within three months of the first tour date.
 - d) At least 75% of the dates must be contracted for a minimum 30-minute set;
 - e) The tour dates must take place in more than one city, and in different venues;
 - f) No more than two performances in the same city will be eligible
 - g) At least six of the dates must be for a contracted performance fee, meaning that you will be paid a guaranteed fee, or a percentage of the gross revenues from ticket sales and/or the take at the door, or some combination of both. Non-cash consideration such as the opportunity to sell your merchandise will not be considered performance fees;
 - h) An eligible tour can include up to two radio or TV performances, or other promotional performances;
 - i) School shows will be recognized as eligible tour dates to a maximum of 25% of the total eligible tour dates. For example, in an eight-day tour, only two school shows will be recognized as eligible tour dates.

Children's performers are excepted from this limit. FACTOR defines a school show as a paid engagement hosted by a school for the benefit of its students; and

- j) Home shows will be recognized as eligible tour dates, only to the extent that the aggregate total of subsidies offered for home shows may not exceed 25% of the artist's annual limit of funding in the Live Performance program. FACTOR defines a home show as a paid, ticketed public performance that takes place in a private residence rather than a commercial venue.

18. Once the Application is approved, changes to the proposed activities must be approved by FACTOR .

19. **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](#).

Eligible Costs

20. Please see the [Component Guidelines](#) for the details of eligible and ineligible costs.

21. Only those costs identified by the Applicant in the application and approved by FACTOR will be deemed eligible costs.

22. 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 individual Canadians living outside of Canada or Canadian-owned businesses physically located outside of Canada are eligible costs.

23. **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, except where allowed within the allowance for promotional, not-for sale costs; and
- e) Donated services for musicians' fees.

24. In-house costs in this program are capped at 25% of total eligible costs. Artists' performance fees will not count towards the in-house cap.

25. 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 [Component Guidelines](#) for details.

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.

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 cheque, email transfer, credit card, interbank transfer, wire transfer, and money orders.

27. **Cash payments** – recognized for Showcase and Tour Support as follows:

- a) Incidental purchases under \$100 are eligible when supported by a cash register receipt;
- b) Personnel fees for services are eligible with a signed [Receipt for Services](#) form; and
- c) Lease or purchase of goods and services must be supported by a detailed receipt issued by the payee. See above.

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

- a) 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.
- b) 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.
- c) 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.

29. **Travel costs** —travel costs follow the rates specified in the [Government of Canada Travel Directive](#).

- a) Accommodations are eligible to a maximum of \$300 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.

30. In this program, FACTOR allows an administration fee to be included within the total eligible costs, calculated as a set percentage of those costs. The administration fee is intended to contribute to overhead costs which cannot be claimed elsewhere in the budget and is required to be documented on Completion.

31. 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.

32. FACTOR always reserves the right 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.

Funding and Payments

33. 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](#).

34. To receive FACTOR funding, you must submit banking information for [direct deposit](#).

35. If the amount of FACTOR funding offered is \$2,000 or less, FACTOR may issue an advance of 100% of the offered amount. If the offer exceeds \$2,000, FACTOR may issue an advance payment of 50% of the approved funding request. A final payment will be issued for the balance of the approved funding request after a Completion has been received, reviewed and accepted by FACTOR.

36. FACTOR may award the full amount requested in the application but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed expenses, or based on the total amount of funding available, or for any other reason.

37. The funding received from the Live Performance program counts toward the Individual Initiatives portion of the annual funding cap. See [Glossary: Annual Funding Cap](#).

Project Completion

38. Please review the [Component Guidelines](#) for additional information regarding Completion.
39. A cost report and supporting expense documentation need to be submitted upon Completion. FACTOR reserves the right to perform a full or partial audit after reviewing the Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure that you keep invoices, receipts, and proofs of payment for eligible costs.
40. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be your true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
41. 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:

[Tour Support component](#)
[Showcase component](#)



Tour Support Component Guidelines 2024-2025

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Eligible Artists

42. To be eligible for funding under the Tour Support component across all programs, the artist must be Canadian. To be eligible in the Live Performance program, the artist must be rated 2 or 3. General artists who have a full-length FACTOR-funded sound recording project in progress can apply for tour funding by adding a Tour Support component to that project.
43. Artists eligible for support from the Radio Starmaker Fund (RSF) are eligible for Tour Support funding; however, FACTOR will not fund the same tour dates nor the same expenses as RSF. Therefore, you may only apply to FACTOR for non-RSF-funded tour dates. In addition, in the event of an oversubscription to the Live Performance program, FACTOR will give priority to applications from those artists who are ineligible to apply to RSF.

Funding Limits

44. The funding limits for the Tour Support component are as follows:
 - Artist 3: **\$35,000**, of which a maximum of \$20,000 can be spent on domestic touring and up to the full \$35,000 can be spent on international touring.
 - Artist 2: **\$30,000**, of which a maximum of \$15,000 can be spent on domestic touring and up to the full \$30,000 can be spent on international touring.
 - General (as a component of a sound recording project): **\$30,000**, of which a maximum of \$15,000 can be spent on domestic touring and \$15,000 can be spent on international touring.

These limits apply across all programs. This means that regardless of what program you apply under, or which Applicant applies, the amount of Tour Support funding available for the artist will not exceed the above limits in each FACTOR fiscal year.

Eligible Tours

45. Applicants must apply at the latest one calendar day in advance of the first tour date and no earlier than six months in advance of the tour start.
46. A tour date is a calendar date on which the artist is contracted to publicly perform during a tour. A tour date must be contracted and paid in some form of cash consideration, such as a guaranteed fee or a share of revenues, or a combination of both. The tour date must be able to be verified with proof of performance upon Completion. All performances taking place during one calendar day constitute one tour date.
47. When the Tour Support component is part of a sound recording program, there is no minimum number of tour dates that constitute a tour, and no limitation in the number of tour dates that are home shows, school shows, or return engagements (i.e. when the artist is booked to perform at a venue the artist has played previously on the same tour).
48. If the performance fees for the tour result in an average exceeding \$10,000 gross revenue per paid performance, the tour is not eligible for FACTOR support. Unpaid dates will not be included in the calculation when determining the average performance fee. Do not exclude tour dates from the application to reduce this calculation.

49. “Residencies” (where the artist performs in the same venue on more than two consecutive nights, or on the same night in more than two consecutive weeks) are ineligible for Tour Support in all programs.
50. In the application, the Applicant must provide notes on their Goals and Expected Results, including a description of the tour, the artist’s commercial history, notable successes, and current opportunities in the territory being toured, along with confirmation that the tour dates have been booked. Such confirmation could include a performance contract, the booking agent’s itinerary, or an email from the venue or promoter that the tour date is confirmed. These confirmations should include the date, city, venue, capacity, set length and contracted performance fee.

Eligible Costs – Tour Support

51. The costs set out here are specific to the Tour Support component. Please also review Eligible Costs in the [Program Guidelines](#). 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.
52. Funding under the Tour Support component will be the lesser of the final subsidy calculation, or 75% of the total eligible budget; to the program maximum.
53. Tour Support funding is calculated as a flat rate per eligible tour date (the “Total Subsidy”), which is based on the number of eligible travelers, with additional amounts for the distance traveled and the venue capacity. Venue capacity must be verifiable.
54. An eligible traveler is a person who:
 - a) Is a credited, full-time member of the artist group; or
 - b) Is a hired musician or eligible crew member whose paid services have been engaged by the artist for the duration of the tour;
 - c) Is not receiving funding to attend the tour under the [Business Travel component](#).
55. A hired musician is a musician who is hired to provide their services on a contracted, project basis, in exchange for wages. A full-time member of the artist group, or an eligible crew member, cannot also be claimed as a hired musician.
56. An eligible crew member is a person hired by the artist for a tour to provide only the services of tour manager, driver, road/equipment technician, lighting technician, sound mixer, merchandise seller, photo/video content director, or childcare support hired to care for the artist’s children, or a combination of the foregoing, in exchange for wages. If claimed in the final Completion budget, eligible crew must travel with the artist for all or a substantial portion of the tour. A full-time member of the artist group, or a hired musician, cannot also be claimed as an eligible crew member.
57. A signed agreement for hired musicians and eligible crew must be submitted on application. It must set out, at a minimum, the names of the contracting parties, a description of the services to be provided, the rate of pay, and the dates for which the person is being hired.
58. The tour subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart on the next page:

Tour Date	A = Base Rate	B = Territory	C = Venue Capacity	D = Subsidy per Tour Date
For Each Tour Date	<p>Add up the eligible travelers. The result equals A.</p> <p>First eligible traveler = \$200</p> <p>Each additional eligible traveler = add \$75</p> <p>To a max. of 8 eligible travelers</p>	<p>Multiply A using these rates. The result equals B.</p> <p>Canada = 0</p> <p>US x 50%</p> <p>UK/Europe x 80%</p> <p>Rest of World x 140%</p>	<p>Multiply (total of A+B) using these rates. The result equals C.</p> <p>Under 200 = 0</p> <p>200-349 = x 25%</p> <p>350 – 499 = x 40%</p> <p>500+/-major festivals =x 50%</p>	A+B+C=D
			Then calculate the sum of column D.	THE SUM OF THIS COLUMN IS THE TOTAL SUBSIDY

59. Although Tour Support funding is calculated as a subsidy, you may be asked to submit a final budget on Completion. FACTOR will only recognize and reimburse up to 75% of the eligible costs in your budget. If you claim costs that are ineligible, FACTOR will remove them from the budget and your subsidy may be reduced accordingly. If you have any questions about the eligibility of a cost, please contact FACTOR in advance.
60. When a tour includes a conference showcase date, the corresponding conference registration fees are eligible, and the official showcase invitation must be included with the application. Please note that if you are including a showcase date within a tour, you cannot also apply for the same conference performance as a separate Showcase component.
61. Eligible costs for tours include:
- Artist and hired musician fees to a maximum of \$300 per performance (or \$300 per day if the artist performs more than once in a day). When the Applicant is the artist, FACTOR will recognize donated services for artist members to a maximum of \$150 per artist member per day. Donated services in total cannot exceed 25% of total eligible costs. Please see [Business Policies: Donated Services](#);
 - Travel fares, registration and accommodation expenses that are booked and paid before submission of the tour application, provided that those costs must be clearly connected to the tour;
 - Per diems to a maximum of the number of days on the tour (including travel days) plus two days before the first tour date and two days after the last tour date. Per diems are recognized to a maximum of \$50 per person per calendar day;
 - Vehicle costs and airfare;
 - Basic vehicle maintenance costs resulting from tour travel, such as oil changes. FACTOR reviews these costs on a case-by-case basis, and the dates of the costs must be consistent with the dates of the tour;
 - Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.70/km. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. A [Vehicle Log](#) is available on the FACTOR website.
 - Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
 - Fees related to obtaining a P2 visa;
 - Pre-tour expenses, such as rehearsal time, capped at 15% of total eligible costs;
 - Musical supplies subject to normal wear and tear, such as guitar strings, drum skins, and batteries, up to a maximum of 10% of the total cost of the purchase. Date of the purchase receipt must be consistent with the date of the tour;
 - Printed materials, such as handbills, posters, banners etc., capped at \$400;
 - Costs of designing, manufacturing and producing items of non-music merchandise sold on the tour (e.g. t-shirts, tote bags). For non-Canadian tours, the costs of non-music merchandise items manufactured outside of Canada are eligible provided that manufacturing receipts or account statements from label or distributor showing the per-unit cost are submitted at Completion to claim these costs;
 - The costs of not-for-sale promotional CDs, vinyl, and dropcards to an aggregate maximum of 500 units. Manufacturing receipts or account statements from label or distributor showing the per-unit and total cost must be provided at Completion to claim these costs;

- n) Merchandise shipping costs within Canada and to destinations outside of Canada;
 - o) Third-party artist management fees and commissions up to 20% of verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost; and
 - p) Third-party booking agency fees and commissions up to 20% of negotiated and verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost.
62. Buy-on fees for the tour will be reviewed by FACTOR on a case-by-case basis and may be refused or capped as FACTOR deems reasonable.
63. Ineligible costs for tours include but are not limited to:
- a) Vehicle repairs to a privately-owned or rental vehicle that would ordinarily be covered by a comprehensive insurance policy;
 - b) Capital purchases of musical instruments and equipment, or PA equipment;
 - c) Office rent, office staff wages, and the rental and purchase of office equipment, and any other kind of company overhead charge;
 - d) Any costs related to a person who is receiving funding to attend any or all the tour dates under the [Business Travel component](#). Such persons cannot be claimed as eligible travelers for the purposes of the subsidy calculation;
 - e) Vehicle rental expenses for a privately-owned vehicle;
 - f) Traffic tickets;
 - g) Make-up, costume and wardrobe expenses;
 - h) AFM/CFM dues;
 - i) Donated services except as described above;
 - j) Booking and/or management fees where the Applicant is self-booking and/or self-managing; and
 - k) Any expenses such as hotel rooms, advertising, equipment and personnel costs paid for by the promoter and then deducted from gross ticket revenue prior to the split point (i.e. the calculation of the artist's revenue share, if any). These are deemed by FACTOR to be promoter's costs and are not eligible for FACTOR reimbursement.
64. Unless otherwise explicitly allowed by FACTOR, eligible costs are those paid to Canadians and Canadian owned and controlled service suppliers, the exception being non-Canadian artist members. Eligible crew must be Canadian unless otherwise approved by FACTOR. FACTOR may make an exception if the cost of hiring non-Canadian musicians and tour personnel who are resident in the territory being toured is significantly more cost effective; however, this must be approved in advance by FACTOR.
65. In-house costs are allowed in this component. In-house and related party transactions are capped at a maximum of 25% of the total eligible costs. Artist members' performance fees will not count towards the in-house cap.

Component Completion

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

66. For Tour components a cost report and supporting expense documentation do not need to be submitted upon Completion. However, FACTOR reserves the right to request this information and perform a full or partial audit after reviewing the Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure that you keep invoices, receipts, and proofs of payment for eligible costs.
67. Recipients must still complete and submit all other sections of the Completion (including Results, Component Information and Public Funding). In addition, to complete the component and receive the final payment (if any), recipients must
- a) Submit proof of performance that each performance took place and was performed as contracted. As proof of performance, FACTOR will accept a copy of the promoter's settlement sheet or the booking agency's final statement. These must indicate the date, city, venue, and the final payment received. Tour itineraries, posters and print ads will not be accepted as proof of performance;
 - b) If there is a change of personnel, you must indicate those changes in the Eligible Travelers tables in the Component Information section of your Completion and provide an explanation of the changes in the "variance" box within that section. You must also submit corresponding signed agreements for any new eligible travelers.

68. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended or deleted.
69. 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 your funding.



Showcase Component Guidelines 2024-2025

Published May 2024

Eligible Artists

1. To be eligible for funding under the Showcase component across all programs, the artist must be Canadian.
2. Artists eligible for support from the Radio Starmaker Fund (RSF) are eligible for Showcase funding; however, FACTOR will not fund the same showcase dates nor the same expenses as RSF. Therefore, you may only apply to FACTOR for non-RSF-funded showcase dates.

Funding Limits

3. The funding limit for the Showcase component is **\$7,500 per artist** of which a maximum of \$5,000 can be spent on domestic showcasing and up to the full \$7,500 on international showcasing, across all programs. This means that regardless of what program you apply under, or which Applicant applies, the amount of Showcase funding available for the artist will not exceed \$7,500 in each FACTOR fiscal year. The [Remote Communities Allowance](#) will not count toward the annual limit.

Eligible Showcases

4. Applicants must apply at the latest one calendar day in advance of the showcase date and no earlier than six months in advance of the showcase.
5. A sample list of [Eligible Showcase events](#) is available on the FACTOR website. This is not an exhaustive list of eligible events; if your event is not on the list and you believe it is eligible as per the policy below, contact your Project Coordinator before applying. You will be asked to provide supporting documentation about the nature of the event and why it should be recognized.
6. Showcase confirmation (such as an official invitation or a performance contract) must be included with your application.
7. FACTOR defines a showcase as a performance for a target audience of music industry professionals more so than the general public. Eligible showcases are often part of a larger music industry event or conference. The event organizer's goal for the showcase must be to provide an opportunity for artists to attract the interest of potential industry partners, such as booking agents, managers, and record labels. The showcase must be organized and presented by a party that is unrelated to the artist. The artist must be invited by the event organizers to showcase either through a curation process that is open to the public, or by invitation along with other artists who are unrelated (for example, not signed to the same label or manager).
8. A "no-case" (an unofficial showcase that takes place during the dates of a conference or festival, but is not officially recognized or promoted by that conference or festival) may be eligible provided it is organized to coincide with a significant music event and you can demonstrate that music industry professionals have been invited to the no-case and can be reasonably expected to attend. As with all eligible showcases, the no-case must be organized and presented by a third party.
9. Other private showcases, including ongoing series or annual events, may be considered by FACTOR if they are organized by a third party; feature multiple, unrelated artists; are intentionally targeted toward industry professionals; and offer genuine new business opportunities for the participating artists. Preference will be given to events where the organizers or the attendees have created explicit opportunities for engagements through the organization of meetings, or other methods, where artist representatives can meet potential buyers.

10. A private showcase organized by the artist's own record label, publisher, manager or other music business that features only artists represented by the organizer, will not be recognized as an eligible showcase.
11. Each Showcase component within an application can cover multiple performances at any one showcase event. For clarity, if the artist is invited to showcase at an event and performs three times while there, that is one showcase and equals one subsidized date, not three.
12. Each showcase must take place at least 300kms or 3 hours' drive away from the artist's home city. If the artist members live in different cities, then the showcase location must be least 300 kms or 3 hours' drive away from the city where half or more of the artist members live.
13. Applicants must provide specific details as to the strategic merits of the showcase in the Goals section of the application. You must upload a list of industry personnel whom you have invited to the showcase, including their name, title and company.

Eligible Costs – Showcase

14. The costs set out here are specific to the Showcase component. Please also review Eligible Costs in the [Program Guidelines](#) for the program under which you are applying. 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.
15. Funding under the Showcase component is calculated as the lesser of the final subsidy calculation, or 75% of the total eligible budget; to the program maximum.
16. Showcase component funding is calculated as a flat rate per eligible Showcase (the "Total Subsidy"), which is based on the number of eligible travelers, with additional amounts for the distance traveled.
17. An eligible traveler is a person who:
 - a) Is a credited, full-time member of the artist group; or
 - b) Is a hired musician or eligible crew member whose paid services have been engaged by the artist for the duration of the showcase;
 - c) Is not receiving funding to attend the showcase under the [Business Travel component](#).
18. A hired musician is a musician who is hired to provide their services on a contracted, project basis, in exchange for wages. If claimed as an eligible cost, the hired musician must be Canadian, unless otherwise approved by FACTOR. A full-time member of the artist group, or an eligible crew member, cannot also be claimed as a hired musician.
19. An eligible crew member is a person hired by the artist for a showcase to provide only the services of tour manager, driver, road/equipment technician, lighting technician, sound mixer, merchandise seller, or childcare support hired to care for the artist's children, or a combination of the foregoing, in exchange for wages. If claimed in the final Completion budget, eligible crew must travel with the artist for all or a substantial portion of the showcase. Eligible crew must be Canadian unless otherwise approved by FACTOR. A full-time member of the artist group, or a hired musician, cannot also be claimed as an eligible crew member.
20. A signed agreement for hired musicians and eligible crew must be submitted on application. It must set out at a minimum the names of the contracting parties, a description of the services to be provided, the rate of pay, and the dates for which the person is being hired.
21. The showcase subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart on the next page.

Showcase	A = Base Rate	B = Territory	C = Subsidy per Showcase
For each showcase	<p>Add up the eligible travelers. The result equals A.</p> <p>First eligible traveler =\$800</p> <p>Each additional eligible traveler = add \$100</p> <p>To a max. of 8 eligible travelers</p>	<p>Multiply A using these rates. The result equals B.</p> <p>Canada = 0</p> <p>US x 50%</p> <p>UK/Europe x 80%</p> <p>Rest of World x 140%</p>	A+B=C

22. Although the Showcase funding is calculated as a subsidy, you may be asked to submit a final budget on Completion. FACTOR will only recognize and reimburse up to 75% of the eligible costs in your budget not exceeding the subsidy calculation. If you claim costs that are ineligible, FACTOR will remove them from the budget and your subsidy may be reduced accordingly. If you have any questions about the eligibility of a cost, please contact FACTOR in advance.
23. Eligible costs for showcases include:
- Artist and hired musician fees to a maximum of \$300 per performance (or \$300 per day if the artist performs more than once in a day). When the Applicant is the artist, FACTOR will recognize donated services for artist members to a maximum of \$150 per artist member per day. Donated services in total cannot exceed 25% of total eligible costs. Please see [Business Policies: Donated Services](#);
 - Travel fares, registration and accommodation expenses that are booked and paid before submission of the showcase application, provided that those costs must be clearly connected to the showcase;
 - Per diems and accommodations to a maximum of five days for a domestic showcase and seven days for an international showcase. Per diems are recognized to a maximum of \$50 per person per calendar day;
 - Vehicle costs and airfare;
 - Basic vehicle maintenance costs resulting from traveling to and from the showcase, such as oil changes. FACTOR reviews these costs on a case-by-case basis, and the dates of the costs must be consistent with the date of the showcase;
 - Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.68/km. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. A [Vehicle Log](#) is available on the FACTOR website;
 - Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
 - Pre-showcase expenses, such as rehearsal time, capped at 15% of total eligible costs;
 - Equipment purchases up to a maximum of 10% of the total cost of the purchase. Date of the purchase receipt must be consistent with the date of the showcase;
 - Musical supplies subject to normal wear and tear, such as guitar strings, drum skins, and batteries; however, capital purchases of musical instruments and equipment, or PA equipment, are considered equipment purchases (not supplies), and are subject to cap.
 - Printed materials, such as handbills, posters, banners etc., capped at \$400;
 - Costs of designing, manufacturing and producing items of non-music merchandise sold at the showcase (e.g. t-shirts, tote bags). For non-Canadian showcases, the costs of non-music merchandise items manufactured outside of Canada are eligible. Provided that manufacturing receipts or account statements from label or distributor showing the per-unit cost are submitted at Completion to claim these costs;
 - The costs of not-for-sale promotional CDs, vinyl, and dropcards to an aggregate maximum of 500 units. Manufacturing receipts or account statements from label or distributor showing the per-unit and total cost must be provided at Completion to claim these costs;
 - Merchandise shipping costs within Canada and to destinations outside of Canada;

- o) Third-party artist management fees and commissions up to 20% of verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost; and
 - p) Third-party booking agency fees and commissions up to 20% of negotiated and verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost.
24. Unless otherwise explicitly allowed by FACTOR, eligible costs are those paid to Canadians and Canadian owned and controlled service suppliers, the exception being non-Canadian members of the artist group. FACTOR may make an exception if the cost of hiring non-Canadian musicians and tour personnel who are resident in the territory of the showcase is significantly more cost effective; however, this must be approved in advance by FACTOR.
25. In-house costs are allowed in this component. In-house and related party transactions are capped at a maximum of 25% of the total eligible costs. Artist member performance fees will not count towards the in-house cap.
26. Ineligible costs for showcases include but are not limited to:
- a) Vehicle repairs to a privately-owned or rental vehicle that would ordinarily be covered by a comprehensive insurance policy;
 - b) Annual membership fees;
 - c) Showcase and awards application expenses and award show ticket purchases;
 - d) "Buy-on" fees for a private showcase or no-case;
 - e) Office rent, office staff wages, and the rental and purchase of office equipment, and any other kind of company overhead charge;
 - f) Any costs related to a person who is receiving funding to attend the showcase under the [Business Travel component](#). Such persons cannot be claimed as eligible travelers for the purposes of the subsidy calculation;
 - g) Vehicle rental expenses for a privately-owned vehicle;
 - h) Traffic tickets;
 - i) Make-up, costume and wardrobe expenses;
 - j) AFM/CFM dues;
 - k) Funding to attend songwriting circles or music reviews panels (otherwise known as "date with a tape" events) at music industry conferences;
 - l) Booth fees;
 - m) Donated services when the Applicant is a party other than the artist;
 - n) Donated services for hired musicians and eligible crew; and
 - o) Booking or management fees where the Applicant is self-booking or self-managing.

Component Completion

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

27. For Showcase components a cost report and supporting expense documentation do not need to be submitted upon Completion. However, FACTOR reserves the right to request this information and perform a full or partial audit after reviewing the Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure that you keep invoices, receipts, and proofs of payment for eligible costs.
- a) Recipients must still complete and submit all other sections of the Completion (including Results, Component Information and Public Funding). In addition, to complete the component and receive the final payment (if any), recipients must submit proof of performance that the showcase performance took place. As proof of performance, FACTOR will accept any of the following: flyers, posters, programs, print ads, photographs, ticket samples, videos, live show reviews from external publications, or confirmations from publicists/promoters/radio promoters; and
 - b) If there is a change of personnel, you must indicate those changes in the Eligible Travelers table in the Component Information section of your Completion and provide an explanation of the changes in the "variance" box within that section. You must also submit corresponding signed agreements for any new eligible travelers.

28. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
29. 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 your funding.