

# FACTOR Canada

## Marketing and Promotion for Non-FACTOR-Funded Sound Recordings

### Program Guidelines 2022-2023

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#### Program Overview

1. The Marketing and Promotion for Non-FACTOR-Funded Sound Recordings program (MPN) provides grant funding toward the costs of marketing and promotion of a qualifying full-length release whose production or acquisition was not funded by FACTOR, and which has achieved a certain [qualifying threshold](#) or seen some success at commercial radio.
2. Please note that this program is under review.
3. The MPN program includes the following components: [Marketing](#), [Tour Support](#), [Showcase](#), [Video](#), and [Radio Marketing](#).
4. The percentage of FACTOR's contribution is as follows:
  - Marketing component - up to 50% of total eligible budget
  - Radio Marketing component – 100% of total eligible budget
  - Video component - up to 75% of total eligible budget
  - Tour and Showcase components – the lesser of (i) the approved offer, (ii) the final subsidy calculation plus administration fee, or (iii) 75% of the total eligible budget.
5. Funding under the MPN program is a grant of up to \$20,000, plus up to \$5,000 in the Radio Marketing component.
6. Review of applications takes six to eight weeks from the date of application.
7. Funding for this program is provided by Canada's Private Radio Broadcasters.

#### Application Deadline

8. Rolling deadline. Applications can be made as soon as the [qualifying threshold](#) is reached and no later than 12 months after commercial release. All components must be submitted no later than 12 months after commercial release. See [How This Program Works](#) for information on qualifying with singles released prior to the album commercial release.

#### Who Can Apply?

- All artists (General, 2, 3)
  - Canadian record labels (all ratings)
9. FACTOR's Board of Directors will consider exceptions for program eligibility to artists who have ever had: Music Canada Platinum Album Certification in Canada; and/or worldwide sales of any one album of 100,000 units or more; and/or worldwide sales of all album releases equaling 200,000 units or more (including stream-equivalent albums per Music Canada Certification process). The Board will assess the artist's need for public funding and how the proposed project will create opportunities for career growth. Contact your Project Coordinator to discuss.
  10. Only the party that controls the Canadian commercial release rights and exclusive Canadian exploitation rights to the sound recording at the time of application may apply. Typically, this will be:
    - A **Canadian artist**, if the artist is "unsigned" or has not licensed the sound recording to another party. If the artist is a band that is not incorporated as a company, then an individual member of the artist band must be the Applicant. **You must have both an approved Artist Profile and an approved Applicant Profile to apply.**

- A **Canadian record label** that has already signed the artist, or has licensed the sound recording, or has an option to license the sound recording. If the artist owns the underlying copyright in the masters but has licensed the sound recording to a record label, the label must be the Applicant. **The record label must have an approved Applicant Profile and the Artist Profile must also be approved before the label can apply.**

11. When a record label is the Applicant, it is expected to retain exclusive control of the Canadian exploitation rights in the funded album for at least two years after first commercial release of the album.
12. Artist managers may fill out the application on behalf of an eligible artist; however, the artist manager cannot be the Applicant.
13. Non-Canadian music companies, including major labels, are not eligible to apply.

## How to Apply

14. Before you can apply, you must have a reviewed and rated Applicant Profile in the FACTOR system, and access to the reviewed and rated Artist Profile in the FACTOR system. 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.
15. 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

16. The sound recording must have attained any one of the following qualifying thresholds set for its primary genre:
  - a. Unit sales threshold (physical and digital, worldwide);
  - b. Streaming threshold (on-demand audio, worldwide);
  - c. Unit sales threshold including stream equivalents\*; or
  - d. Radio chart: have a song in the top 40 of any national BDS or Mediabase radio chart OR a song in the top 10 of the Indigenous Music Countdown.

Group	Unit Sales	Streams
Children's, Classical, Experimental, Reggae, Specialized, Traditional Indigenous, World	1,500	2,250,000
Blues, Hard Rock, Folk, Jazz, Metal, Punk, Roots/Americana	2,000	3,000,000
Adult Contemporary, Alternative, Country, Dance, Electronica, Hip Hop, Pop, Rock, Soul/R&B	3,500	5,250,000

\*Streams counted using Music Canada Gold/Platinum Certification equivalents.

- Stream Equivalent Album (SEA): 1,500 on-demand audio streams of a track = 1 unit towards album certification
- Track-equivalent album (TEA): 6 tracks = one album unit

Unit numbers represent sales (all physical and digital formats) of a full-length album. However, the sound recording may also meet the qualifying threshold for unit sales if any one or more of the single tracks excerpted from the album have sold sufficient units at the ratio of six single sales equaling one unit. Proof that the project has met the qualifying threshold must be provided at the time of application, by uploading proof either to the application, or to the Discography section of the Artist Profile. For this program, offstage sales may be counted toward the unit sales threshold; however, at least half of the sales must have been made at physical and digital retail outlets.

The threshold can be met through radio charting or streaming numbers from singles released prior to the album's commercial release. In this case, the date of the qualifying single's release is considered the date of commercial release, and FACTOR will recognize eligible expenses back to this date. Before applying, the artist needs to have released the album equivalent of at least 6 tracks or 20 minutes within the 12 months following the release date of the qualifying single. The application cannot be submitted until either the full album, or at least 6 tracks/20 minutes, has been commercially released.

17. There are five components to this program: Marketing, Radio Marketing, Tour Support, Showcase, and Video. Review the individual [Component Guidelines](#) for details.
18. None of the components are mandatory. Subject to any individual component maximums, you may concentrate your costs in one component or spread them across several components.
19. You are expected to use best efforts to market the album in Canada and make it available to Canadian audiences. Generally, 25% of the total eligible costs for the project across all components (Marketing, Tour Support, Showcase, Video, Radio Marketing) should include Canadian goods and services related to the Canadian release. The remaining 75% of the total eligible costs for the project can include international activities and costs.
20. Once the application is approved, changes to the proposed activities having a budget impact of 25% or less of eligible costs may be made without FACTOR pre-approval, subject to the cap, if any. All other changes must be approved by FACTOR.
21. **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

22. Please see the [Component Guidelines](#) for the details of eligible and ineligible costs in each component.
23. If the application is approved, expenses will be recognized back to the date of commercial release.
24. Only those costs identified by the Applicant in the application and approved by FACTOR will be deemed eligible costs.
25. Generally, eligible costs must be:
  - a. Incurred after the date of commercial release 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.
26. **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.
27. 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.
28. 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.

## 29. Cash payments

- a. Touring and showcasing expenses
  - i. Incidental purchases under \$100 are eligible when supported by a cash register receipt
  - ii. Personnel fees for services are eligible with a signed [Receipt for Services form](#)
  - iii. Lease or purchase of goods and services must be supported by a detailed receipt issued by the payee.
- b. For all other eligible activities
  - i. Incidental purchases under \$100 (e.g. gas, small goods) must be supported by a cash register receipt; and
  - ii. Lease or purchase of goods and services under \$500, must be supported by a detailed receipt issued by the payee.
  - iii. Per diems under \$500 must be supported by a FACTOR-provided [Receipt for Services form](#) signed by the payee.

## 30. 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.

31. In this program, 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](#). 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.

32. 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.

33. 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. 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.

## Funding and Payments

34. 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](#).

35. FACTOR issues advance payments with consideration to the timing of each component of the project. FACTOR may issue an advance payment of 50% of the approved funding request for one or more active components. The remainder of the funding for each component is paid out when its Completion has been received, reviewed and accepted by FACTOR. If a project has further active components, FACTOR may issue further advances after initial components have been completed.

36. If your application is successful, you must enter into a general agreement which sets out the terms of the grant. You must also provide your banking information to receive your grant via [direct deposit](#).

37. 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.

38. Please note that the funding received from the MPN program counts toward the Radio Contributions portion of the annual funding cap. See [Business Policies: Annual Funding Cap](#).

## Project Completion

39. Please see the [Component Guidelines](#) for the detailed Completion requirements of each component.
40. For the Marketing, Video and Radio Marketing components of the project, you 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 upload the Cost Report along with all related payment documentation, then complete and submit all other sections of the online Completion for the project component.
41. For Tour Support and 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.
42. 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.
43. Applicants should retain all their invoices, receipts, and proofs of payment for seven years for FACTOR and Revenue Canada taxation purposes.

FACTOR is committed to reflecting the diversity of the Canadian population in its programs and operations. We are committed to ensuring universal access to all funds and services, including all musical expressions and talent. We will also in our work encourage these values of diversity and inclusiveness within the broader Canadian music sector.

### Included in this PDF:

[Marketing component](#)

[Tour Support component](#)

[Showcase component](#)

[Video component](#)

[Radio Marketing component](#)



# Marketing Component Guidelines 2022 - 2023

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## Eligible Activities

1. The Marketing component funding supports a range of activities in the marketing and promotion of a qualifying album. FACTOR-funded full-length sound recordings are qualifying albums.
2. To be considered a qualifying album, the sound recording must:
  - Be performed by a Canadian artist and meet FACTOR's MAPL criteria for Canadian content (see [Business Policies: MAPL Certification](#));
  - Be a full-length album or [track equivalent album](#) of at least six tracks, or include at least 20 minutes of recorded material;
  - Consist of all new, previously unreleased sound recording masters; and
  - Have no more than 50% French lyrics. The lyrics may otherwise be in English or any language other than French. French-language sound recordings may be supported by [Musicaction](#).
3. Typical marketing activities funded under this component include (but are not limited to):
  - Advertising and publicity campaigns in print, TV, radio, and online media;
  - Digital and social media marketing initiatives;
  - Subscriptions to SoundScan;
  - Promotional appearances by the artist;
  - Production expenses related to an album release party (excluding hospitality costs).
4. Non-promotional live appearances, the production of video content, and commercial radio advertising are funded under the [Tour Support](#), [Showcase](#), [Video](#), and [Radio Marketing](#) components, respectively.
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](#) 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. The funding limit for the Marketing component varies by each program. Please see the [Program Guidelines](#) for the program you are applying under.

## Eligible Costs - Marketing

7. The eligible costs in this section are specific to the Marketing component. Please also review the Eligible Costs section in the [Program Guidelines](#).
8. FACTOR funding under the Marketing component will cover either 50% or 75% of the total eligible budget, to the program maximum. Please see the [Program Guidelines](#).
9. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
10. Marketing funding is used to pay for the cost of marketing initiatives that are specific to the artist and approved qualifying album. Eligible costs can include, for example, publicity, radio tracking, print, radio and

TV advertising, development of web assets, and digital and social marketing initiatives. The following expenses are eligible:

- a. Printed materials including posters, handbills, and banners without limit as to number of units or cost;
  - b. The cost of manufacturing or purchasing promotional CDs, vinyl LPs, dropcards, USB keys, or any other sound recording media format at a maximum aggregate number of 500 units. Manufacturing receipts or account statements from the label or distributor showing the cost must be provided at Completion to claim promotional items;
  - c. Other promotional merchandise, such as t-shirts, buttons, and other soft goods, at cost. Manufacturing or purchase receipts showing the cost must be provided at Completion to claim all promotional items;
  - d. Ongoing web maintenance costs (such as page re-design, updating content, programming, domain and hosting fees) that are artist-specific at a maximum of \$1,000 per month;
  - e. A SoundScan subscription if it is artist-specific (such as title reports, venue settlement);
  - f. Costs incurred by a third-party distributor and charged back to the recipient's account, provided that the recipient submits (a) an itemized list of expenses incurred, along with a detailed accounting of the charge-backs (supplier name, invoice date, invoice number, dollar amount, purpose of item) and (b) if requested by FACTOR, all of the required delivery materials and supporting documentation that would be demanded of the Recipient as if it had incurred those costs out-of-pocket, such as invoices, receipts, and proofs of payment;
  - g. Graphic design for digital or print assets, merchandise, and promotional materials;
  - h. Fees associated with song remixes; and
  - i. Marketing consultants contracted to plan and execute a marketing campaign.
11. Generally, and unless otherwise explicitly allowed by FACTOR, any in-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In addition
- a. When the Applicant is a record label, personnel and salary costs for existing employees and contractors of the company working on the approved sound recording project will be accepted as eligible costs and not capped as in-house costs provided that the services are directly in support of the sound recording project and fall into the category of: marketing, publicity/PR, social media, digital marketing, graphic design and artwork, and new website design and development (not web maintenance). All such claims must be supported by a detailed [Employee Time Allocation Form](#). FACTOR may at its option request additional information including the employment agreement and/or job description; and
  - b. Artist members may provide services including those set out above; however, artist member fees for any work other than graphic design, artwork, or photography will be capped at 25% of total eligible costs.
12. Ineligible costs include:
- a. Costs which are not artist-specific, such as general company wages, services, supplies, and any other company overhead core cost or expense;
  - b. Any costs for initiatives previously claimed within another FACTOR supported project;
  - c. Contest prizes, unless they meet the definition of "promotional merchandise" set out above;
  - d. Costs associated with applications for prize or award nominations;
  - e. Donated services;
  - f. Ticket buys;
  - g. Artist management fees;
  - h. Distribution set-up fees; and
  - i. Memberships to music organizations (e.g. CIMA, provincial or territorial Music Industry Associations).
13. Administration fees for the Marketing component are calculated automatically in the online system. See [Business Policies: Schedule A – Administration Fees](#) for the maximum amounts.

## Component Completion

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

14. 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 upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, Public Funding).
15. 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.
16. Logo and Acknowledgment Requirements: all recipients of funding from this component must acknowledge FACTOR on all physical and digital materials, all press releases and promotional material funded by this component, and on the artist's website. See [FACTOR's Logo and Acknowledgment Guide](#).



## Tour Support Component Guidelines 2022 - 2023

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### Eligible Artists

1. 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.
2. 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

3. 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 and General (as a component of a sound recording or marketing project): **\$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.

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. The [Remote Communities Allowance](#) will not count toward the annual limit.

### Eligible Tours

4. 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.
5. When the Tour Support component is part of a sound recording or marketing 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).
6. If the performance fees for the tour result in an average exceeding \$10,000 per paid performance, the tour is not eligible for FACTOR support. For clarity: unpaid dates will not be included in the calculation when determining the average performance fee.
7. "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.

8. 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

9. 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.
10. Eligible activities in the Tour Support component have been expanded. In addition to the travel costs outlined below, the funding can be used for virtual performances. Please refer to [FACTOR's Virtual Performances Guide](#) for more information.
11. FACTOR will continue to assess virtual Tour Support applications by actual expenses. The offer amount and final payment will be based on 75% of total eligible expenses not to exceed other limits
12. Funding under the Tour Support component will equal the lesser of (i) the approved offer, (ii) the final subsidy calculation plus administration fee, or (iii) 75% of the total eligible budget; to the program maximum.
13. Tour Support funding is calculated as a flat rate per eligible tour date (the "Total Subsidy"), the base rate of 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.
14. 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](#); and
  - d. Has been approved by FACTOR as an eligible cost.
15. 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.
16. 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, 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. 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.
17. A signed agreement or deal memo for hired musicians and eligible crew must be submitted on application. It should 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. A [Sample Deal Memo](#) is available on the FACTOR website.
18. The tour subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart below:

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

19. 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.

20. **Remote Communities Allowance:** You may claim an additional airfare subsidy for any eligible travelers who reside in Canada in a Remote Community and who must fly out to work on the tour as follows:

- a. “Remote Community” means the home is more than 300 kms or 3 hours’ ground travel from the following international airports: Toronto, Detroit, Vancouver, Montreal, Calgary, Edmonton, Ottawa, Winnipeg, Halifax, Victoria, Kelowna/Okanagan Valley, Quebec City, St. John’s, Saskatoon, or Regina.
- b. Generally, the additional subsidy only applies when the eligible costs include airfare for the eligible traveler to fly from the international airport nearest their home at the start of the showcase, and returning to that same airport, or another of the listed airports, at the end of the tour. FACTOR may allow exceptions if flying out of the closest international airport is not geographically or financially efficient. Please contact your Project Coordinator to discuss.
- c. The subsidy will be added as one lump sum per each traveler per tour on top of the calculated subsidy. The Allowance amounts are:

Alberta - \$300	Northwest Territories - \$800	Quebec - \$300
British Columbia - \$300	Nova Scotia - \$300	Saskatchewan - \$300
Manitoba - \$300	Nunavut - \$1,000	Yukon Territory - \$800
New Brunswick - \$300	Ontario - \$600	
Newfoundland & Labrador - \$600	Prince Edward Island - \$300	

- d. The Remote Communities Allowance will not count toward the artist’s annual funding limit. However, it will count towards the final calculation of the offer amount.

21. 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.

22. Eligible costs for tours include:
- a. 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](#);
  - b. 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;
  - c. 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;
  - d. Vehicle costs and airfare;
  - e. 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;
  - f. Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.58/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;
  - g. Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
  - h. Fees related to obtaining a P2 visa;
  - i. Pre-tour expenses, such as rehearsal time, capped at 15% of total eligible costs;
  - j. 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;
  - k. Printed materials, such as handbills, posters, banners etc., capped at \$400;
  - l. 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 may be eligible. Manufacturing receipts or account statements from label or distributor showing the per-unit cost must be provided at Completion to claim these costs;
  - m. 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.
23. 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.
24. 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.
25. Generally, and 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.
26. In-house costs are allowed in this component. Generally, and unless otherwise explicitly allowed by FACTOR, in-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In any event, artist members' performance fees will not count towards the in-house cap.
27. Administration fees for the Tour Support component will be calculated automatically in the online system. See [Business Policies: Schedule A – Administration Fees](#) for the maximum amounts.

## Component Completion

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

28. 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.
29. 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, and venue and indicate the final payment received. Tour itineraries, posters and print ads will not be accepted as proof of performance; however, FACTOR may accept ticket stubs or media reviews on a case-by-case basis; and
  - 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 deal memos for any new eligible travelers.
30. 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.
31. 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

### 2022-2023

*Published April 2022*

## 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](#). 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. Eligible activities in the Showcase component have been expanded. In addition to the travel costs outlined below, the funding can be used for virtual performances. Please refer to [FACTOR's Virtual Performances Guide](#) for more information.
16. FACTOR will continue to assess virtual Showcase applications by actual expenses. The offer amount and final payment will be based on 75% of expenses not to exceed other limits
17. Funding under the Showcase component will equal the lesser of (i) the approved offer, (ii) the final subsidy calculation plus administration fee, or (iii) 75% of the total eligible budget; to the program maximum.
18. Showcase component funding is calculated as a flat rate per eligible Showcase (the "Total Subsidy"), the base rate of which is based on the number of eligible travelers, with additional amounts for the distance traveled.
19. 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](#); and
  - d. Has been approved by FACTOR as an eligible cost.
20. 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.
21. 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.
22. A signed agreement or deal memo for hired musicians and eligible crew must be submitted on application. It should 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. A [Sample Deal Memo](#) is available on the FACTOR website.
23. 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	Add up the eligible travelers. The result equals A.  First eligible traveler =\$800  Each additional eligible traveler = add \$100  To a max. of 8 eligible travelers	Multiply A using these rates. The result equals B.  Canada = 0  US X 50%  UK/Europe x 80%  Rest of World x 140%	A+B=C

24. 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. 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.
25. **Remote Communities Allowance:** You may claim an additional airfare subsidy for any eligible travelers who reside in Canada in a Remote Community and who must fly out to work on the showcase as follows:
- “Remote Community” means the home is more than 300 kms or 3 hours’ ground travel from the following international airports: Toronto, Detroit, Vancouver, Montreal, Calgary, Edmonton, Ottawa, Winnipeg, Halifax, Victoria, Kelowna/Okanagan Valley, Quebec City, St. John’s, Saskatoon, or Regina.
  - Generally, the additional subsidy only applies when the eligible costs include airfare for the eligible traveler to fly from the international airport nearest their home at the start of the showcase, and returning to that same airport, or another of the listed airports, at the end of the tour. FACTOR may allow exceptions if flying out of the closest international airport is not geographically or financially efficient. Please contact your Project Coordinator to discuss.
  - The subsidy will be added as one lump sum per each traveler per tour on top of the calculated subsidy. The Allowance amounts are:

Alberta - \$300	Northwest Territories - \$800	Quebec - \$300
British Columbia - \$300	Nova Scotia - \$300	Saskatchewan - \$300
Manitoba - \$300	Nunavut - \$1,000	Yukon Territory - \$800
New Brunswick - \$300	Ontario - \$600	
Newfoundland & Labrador - \$600	Prince Edward Island - \$300	

- The Remote Communities Allowance will not count toward the artist’s annual funding limit. However, it will count towards the final calculation of the offer amount.
26. 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;

- e. 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;
  - f. Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.58/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;
  - g. Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
  - h. Pre-showcase expenses, such as rehearsal time, capped at 15% of total eligible costs;
  - i. 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;
  - j. 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.
  - k. Printed materials, such as handbills, posters, banners etc., capped at \$400;
  - l. 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 may be eligible. Manufacturing receipts or account statements from label or distributor showing the per-unit cost must be provided at Completion to claim these costs;
  - m. 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.
27. Generally, and 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.
28. In-house costs are allowed in this component. Generally, and unless otherwise explicitly allowed by FACTOR, in-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In any event, artist member performance fees will not count towards the in-house cap.
29. 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.
30. Administration fees for the Showcase component are automatically calculated in the online system. See [Business Policies: Schedule A – Administration Fees](#) for the maximum amounts.

## Component Completion

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

- 31. 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.
- 32. 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 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 deal memos for any new eligible travelers.
- 33. 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.
- 34. 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.



## Video Component Guidelines 2022-2023

*Published April 2022*

### Eligible Artists

1. To qualify for the Video component in all programs, the artist must:
  - Be Canadian; and
  - Not be signed under an exclusive artist recording agreement to a non-Canadian label for Canada, nor may the sound recording for the proposed video be directly licensed to a non-Canadian label for Canada.

### Funding Limits

2. The funding limits for the Video component are as follows:
  - Artist 3: \$40,000 per FACTOR fiscal year, across all programs; and
  - Artist 2 and General\*: \$20,000 per FACTOR fiscal year, across all programs.

\*Note: General artists are not eligible for the Video program; however, the Video component is available to General artists through all full-length sound recording and marketing programs.

3. FACTOR funding under the Video component for all programs is up to 75% of the total eligible budget.

### Eligible Videos

4. The Video component funds the production of high-quality music videos and visual content that supports sound recordings by Canadian artists. Examples of eligible materials and activities include, but are not limited to:
  - a. Traditional music videos (i.e. for a single track from a qualifying album)
  - b. Promotional videos
    - i. Documentary or “behind-the-scenes” vignettes
    - ii. Album or tour trailers
    - iii. Electronic Press Kits
    - iv. Other promotional video media intended for online distribution
  - c. Pre-recorded live performance videos
  - d. Lyric videos
  - e. Visual albums (i.e. a single, self-contained video that incorporates two or more tracks from a qualifying album)
  - f. Interactive videos
  - g. Live streaming of performances or other marketing activities
5. The company or individual engaged to create the video content produced within this component must be Canadian. Exceptions may be made for non-Canadian companies that are working within Canada. These cases should be discussed with FACTOR in advance of application.
6. Applicants must submit a production plan and video treatment that outlines the creative direction of the video content, including notes on script, action, “look and feel”, and so on, where applicable.
7. Where possible, FACTOR must be recognized in the end credits, including the FACTOR logo, acknowledgments, and the Canada wordmark. This includes all digital and physical copies of the video wherever production credits for the track may be listed, even if the video content is being licensed, co-

produced, shared, or released outside of Canada by a third party. Be sure to read our [Logo and Acknowledgment Guide](#) for the proper formatting as this may affect your funding.

8. The funded video must be released for public viewing no later than six months after Completion. A later release may be allowed with FACTOR's permission.
9. As a condition of funding, FACTOR reserves the right to use all or a portion of the funded video(s) for FACTOR's own promotional purposes.

## Eligible Costs – Video

10. Funding in a Video component must be used to pay for the cost of producing video-based marketing materials, such as hiring a producer, videographer, video editor, production personnel and talent, rental equipment and facilities, and post-production.
11. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. Please consult the [Business Policies: Eligible Costs – General Terms](#). If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
12. Generally, costs must be paid to Canadian companies located in Canada or paid to Canadian citizens/permanent residents for work performed within Canada. However, if the production is taking place outside of Canada, FACTOR may allow, on a case-by-case basis, costs related to Canadian personnel traveling to work on the video production in a non-Canadian location, such as airfare, hotels, salaries, and per diems. If you intend to request non-Canadian costs in your application budget, you are encouraged to either discuss it with FACTOR in advance or provide a thorough explanation in your application.
13. If a production company is used and charges an “all-inclusive” fee, a copy of their itemized cost breakdown (“top sheet”) listing all in-house and sub-contractors costs is required when submitting your Completion to FACTOR. FACTOR reserves the right to audit any of the costs included in that all-inclusive fee, and to reject any costs it deems ineligible. It is advisable to inform the production company of this rule ahead of time, so that proper documentation can be provided when requested by FACTOR.
14. Generally, and unless otherwise explicitly allowed by FACTOR, in-house and related party transactions are capped at a maximum of 25% of the total eligible costs.
15. **Ineligible costs** for Video include:
  - a. Non-Canadian producer fees and related costs;
  - b. Non-Canadian production costs such as equipment rentals, facilities fees, and costs related to non-Canadian talent unless pre-approved by FACTOR;
  - c. All in-kind and donated services; and
  - d. Artist member performance fees.
16. Administration fees for the Video component are automatically calculated in the online system. See [Business Policies: Schedule A – Administration Fees](#) for the maximum amounts.

## Component Completion

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

17. 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 upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, and Public Funding).
18. 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.
19. In addition to the program Completion requirements, to complete the Video component the Applicant must
  - a. Submit a permanent link to streaming copy of the video(s) (e.g. YouTube, Vimeo, artist's website); and
  - b. Submit a [Supplier's Declaration and Undertaking](#) signed by each video producer.



## Radio Marketing Component Guidelines 2022 - 2023

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### Eligible Activities

1. The Radio Marketing component funding is used to buy radio ads and promotional campaigns at radio; and to engage Canadian commercial radio stations or radio broadcast groups, Canadian-owned satellite radio broadcasters such as SiriusXM Canada and Stingray, as well as Canadian community and campus radio stations, as marketing partners.
2. The Radio Marketing component is intended to complement your other project activities. If you have radio marketing costs that exceed the Radio Marketing component limit of \$5,000 per project, these are eligible for reimbursement in a Marketing component, subject to the rules and limits of the program under which you are applying.
3. The Radio Marketing component application must be submitted no earlier than six months prior, and no later than six months after the commercial release of a single track from the album, or the whole album, whichever is later.

### Funding Limits

4. FACTOR will allow Radio Marketing component applications up to \$5,000 per funding phase, per project. Eligible costs claimed under the Radio Marketing component will be reimbursed at 100%. The funding provided under the Radio Marketing component is in addition to any other project funding in any other component of the program.
5. For the Lower Tier of the [Comprehensive Music Company program](#), Applicants can receive up to \$5,000 in Radio Marketing funding per FACTOR fiscal year. This amount can be split among multiple projects if desired.
6. Funding for this component is provided by Canada's Private Radio Broadcasters.

### Eligible Costs – Radio Marketing

7. Costs will be considered eligible dating from: (i) for FACTOR-funded Sound Recordings, the date of application for the Sound Recording component or (ii) for non-FACTOR-funded Sound Recordings, the date of commercial release.
8. The funds must be spent on direct Canadian radio station costs such as advertising buys. Non-traditional radio marketing costs, such as website advertising, are eligible; however, only expenses related to websites owned and operated by licensed commercial radio stations as well as community and campus radio stations will be considered eligible.
9. The funds may not be used toward costs of hiring a promotions company, radio plugger, any travel costs, lodging, costs for showcasing, equipment etc.
10. The funds cannot be spent with CBC/Radio-Canada, its subsidiaries, or other Canadian public broadcasters. Campus and community stations are eligible, as are commercially licensed stations funded by public donations, such as CKUA.
11. No administration fees are available for this component.

## Component Completion

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

12. 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.
13. Applicants must upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, and Public Funding).
14. 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.
15. 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. For ads that are shorter than 30 seconds, FACTOR will allow the abbreviated acknowledgement "Funded by FACTOR." For longer ads, FACTOR will accept "Funded by FACTOR and Canada's Private Radio Broadcasters." Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.