

FACTOR

2020

POCKET

2021

GUIDE

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factor.ca

The Foundation Assisting Canadian Talent on Recordings (FACTOR) gives grants to Canadian musicians and music companies to make and promote Canadian sound recordings and strengthen the Canadian music industry.

Funding for FACTOR is provided by the Government of Canada through the Canada Music Fund and by Canada's private radio broadcasters.

For a full list of programs, visit factor.ca

Eligibility

All Canadian artists are eligible. You must upload proof of Canadian citizenship, permanent resident status, or Secure Certificate of Indian Status to your User Profile.



Profiles & Ratings

To submit an application to FACTOR, you'll need the following profiles in our system. These profiles must be created and submitted to FACTOR before you can create an application. To submit the Artist and Applicant Profiles, you must click on the yellow Request Review button.

User Profile

You – and everyone in your band – will need their own User Profile. This is your personal login to the FACTOR portal and shouldn't be shared.

Applicant Profile

The applicant is the person responsible for any funding received from FACTOR. You'll need an approved Applicant Profile to apply for and accept FACTOR funding.

Artist Profile

You'll need to create an Artist Profile to demonstrate to FACTOR your music career level and help us determine your rating in the system. There can only be one Artist Profile per band.

Note: Upon submission of your Artist Profile you'll be assigned an immediate provisional rating of General Artist. This rating will allow you to apply to all the programs listed in this guide.

A FACTOR Project Coordinator (PC) will also be assigned to you. Your PC will be your primary point of contact at FACTOR for any profile, application, or funding questions.

For more info on artist ratings, visit factor.ca

Live Performance – Showcase Component

Up to \$7,500 per artist per year. A maximum of \$5,000 can be spent on domestic showcases, and up to the full \$7,500 on international showcases.

How it works

Supports travel costs for artists to play recognized showcases for targeted audiences of potential music industry partners like booking agents, managers and record labels (rather than for the general public).

To be eligible for the Showcase component, you must have:

- An invitation to play an upcoming showcase*
- A list of industry professionals with name, title, and company that you or your team have invited to the showcase*
- Either a current release (released no more than 24 months before you submit your application) or*
- An upcoming release (to be released within six months*

Deadlines

Rolling deadline. Applications must be submitted at least one day before the showcase performance.

*Applications will take 6-8 weeks to be assessed.
See the full program guidelines at factor.ca*



Marketing & Promotion

for Non-FACTOR-Funded Sound Recordings

Up to \$20,000 to be spent across marketing, showcase, tour support, and video components, plus up to \$5,000 to be spent in the radio marketing component.

How it Works

Supports the marketing of a commercially released, full-length sound recording whose production or acquisition was not funded by FACTOR, and which has achieved a certain Qualifying Threshold.

To check if your sound recording has reached the thresholds for your genre, in either sales or streaming, check the Qualifying Thresholds document at factor.ca

Who is Eligible?

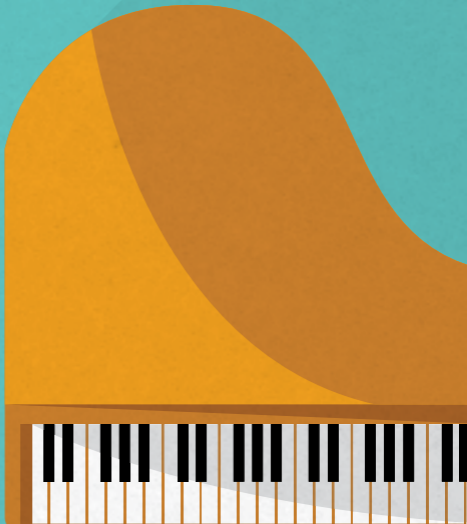
All artists (General, Artist 2, Artist 3)
Canadian record labels (all ratings)
Envelope Funding recipients

Deadlines

Rolling deadline. Applications must be submitted no later than 12 months after the commercial release date.

Note For Juried Programs

- You can only apply to one of the juried programs, either Artist Development or Juried Sound Recording, per calendar year.
- You may not resubmit the same application twice. You may however reapply with a revised plan that demonstrates some progress within the same/similar project.



Juried Sound Recording

How to Apply

Applications to this program require the following mandatory elements:

- *Description of goals and expected results*
- *Recording start date*
- *Two previously unreleased MP3 assessment tracks*
- *Description of changes you wish to make to the assessment tracks*
- *A detailed marketing plan*
- *A current artist biography*

Deadlines

Thursday May 28, 2020

Thursday October 29, 2020 – 5:00 pm ET

Applications will take up to 16 weeks to be assessed.



Juried Sound Recording

FACTOR funds 75% of your total costs, up to \$67,500 or \$77,500 depending on your artist rating.

How it Works

All applications are assessed by a panel of independent Canadian music industry jurors.

Supports the recording, release, and promotional life cycle of a full-length sound recording, plus tour and video support.

Who is eligible

General Artists

Can receive up to a maximum of \$67,500 – some of this funding can be used flexibly, while some of it must be used for specific costs.

Artist 2

Can receive up to a maximum of \$77,500 – some of this funding can be used flexibly, while some of it must be used for specific costs.

See full program guidelines for a detailed breakdown at factor.ca



Artist Development

Up to \$2,000 grant. FACTOR funds 75% of your total costs, so to receive the full \$2,000 you must spend \$2,667.

How it works

All applications are assessed by a panel of independent Canadian music industry jurors.

Supports one year of artist development activities, including costs related to: sound recording, touring and showcasing, video production, and marketing and promotion.

Upon project completion, artists will submit one new, previously unreleased, professional quality sound recording.

Who is Eligible

General Artist
Artist 2

How to apply

Applications to this program require the following mandatory elements:

- *Artist Development Plan*
- *One previously unreleased MP3 assessment track*
- *A current artist biography*

Deadlines

Thursday May 28, 2020

Thursday November 12, 2020 – 5:00 pm ET

*Applications will take up to 16 weeks to be assessed.
Full program guidelines are available at factor.ca*



FACTOR

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Canada

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