

FACTOR Canada

PROMOTER PROGRAM

Program Guidelines

2024-2025

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Program Intent

The Promoter Program is a pilot initiative aimed at supporting Canadian-owned live music companies presenting concerts by Canadian artists¹. The goal of the Promoter Program is to share the risk of investment with companies who have a track record of successfully presenting concerts by Canadian artists.

This pilot program will support the concert promotion activities that bring audiences to these shows and is a recognition of the essential nature of concert promoters in the development of Canadian artists' careers. During a time of inflationary pressures and heightened competition from foreign-owned companies, the investments will allow these companies to take on the additional risk of presenting concerts on stages across Canada and promoting them effectively to help build audiences for Canadian artists.

In keeping with the objective of fostering an environment where *"a diversity of Canadian music artists connecting with audiences everywhere"*, the Promoter Program will give added consideration to applications from Canadian music companies that present concerts by new Canadian artists, Indigenous artists, and Canadian artists from priority groups: 2SLGBTQIA+ community, women, racialized persons, persons with a disability, and new members of Official Language Minority Communities².

Program Overview

1. The Promoter Program provides investments exclusively to eligible music companies with a track record of successfully presenting concerts by Canadian artists.
2. The program will give added consideration to applications from Canadian music companies that present concerts by new Canadian artists, Indigenous artists, and Canadian artists from the Canada Music Fund (CMF) priority groups².
3. To be eligible for funding, activities are required to be central to the development of Canadian artists, the promotion of their music and the expansion of their audience.
4. The eligible activities and expenses of the program year are aligned with FACTOR's fiscal (April 1 – March 31).
5. The funds in this program are awarded competitively among eligible applicants depending on the committed investment and the available budget, with FACTOR's contribution up to but not exceeding 50% of total eligible expenses incurred.
6. In recognizing the Anglophone and Francophone live markets operate uniquely, FACTOR and Musicaction will work collaboratively establishing fairness for all applicants and ensuring recipients of similar size across the country receive similar funding levels.
7. The maximum amount of contributions provided to an applicant by FACTOR may not exceed \$50,000 (FACTOR reserves the right to increase offers up to \$75,000 if the applicants and investment table warrant).

¹ Artists do not have to be previous recipients of the CMF.

² Members of the 2SLGBTQIA+ community, women, racialized persons, persons with a disability, and new members of Official Language Minority Communities (see glossary for details). Note: For a group/band, 50% of the members including the lead singer must be Indigenous or from one of the equity-seeking groups to be considered a part of these priority groups.

8. Submission of an application is not a guarantee of funding.
9. Detailed review of applications will take up to eight weeks from the application deadline.
10. Funding for this program is provided by the Individual Initiatives component of the Canada Music Fund which aims to increase the diversity of Canadian music artists connecting with audiences everywhere, and by Canada's Private Radio Broadcasters.

Application Deadline

October 31, 2024, at 5:00p.m. Eastern Time for activities taking place from April 1, 2024 – March 31, 2025.

Who Can Apply

11. To be eligible for this program, companies specializing in live music must:
 - a) Be Canadian-owned and Canadian-controlled.
 - b) Have been in operation and presented concerts successfully by Canadian artists for at least a full year at the time of submitting the application.
 - c) Support the career development of Canadian artists through concert promotion activities. This includes Canadian-owned concert venues that promote their own shows – at least 50% of their annual programming must be eligible musical performances (see list of ineligible shows in next section) of which at least 50% must be by Canadian artists.
 - d) Have earned a minimum of \$50,000 in eligible revenues from the presentation and promotion of concerts by Canadian artists in their last fiscal year (see section on eligible and ineligible revenues)
 - e) Demonstrate its financial viability and history of effective use of public funds, if applicable.
 - f) Be prepared to invest in the presentation and promotion of concerts by Canadian artists (not including investments in business development, administration, and capital) during the program year (April 1, 2024 – March 31, 2025).
 - g) Ensure payments are made to the artists and that fees and salaries are paid to technicians and other live workers.
 - h) Fill out and sign an attestation in the application form.
12. Ineligible companies:
 - a) Foreign-owned music companies operating in Canada and their related associations.
 - b) Artist-entrepreneurs.
 - c) Artist managers and booking agents.
 - d) Music festivals.
 - e) Service companies (lighting, sound, staging, catering, transportation, security, ticketing).
 - f) Traditional broadcasters (radio and TV) and music streaming services.
 - g) Live music companies whose primary programming is not aimed towards the promotion of original music by Canadian artists (e.g. cover bands, DJs, musicals, retrospective/tribute shows, dinner theatre, charity and corporate shows).
 - h) Venues with programming based exclusively on room rental.
 - i) Venues without a permanent space and/or infrastructure for musical performances such as a stage, sound and lighting system, etc.
 - j) Venues whose capacity is greater than 1,500.
 - k) Venues owned and/or operated by a city/municipality (expenses incurred by promoter recipients related to concerts at these venues booked by them are considered eligible).
 - l) Tour Producers already funded through Global Envelope Program at Musicaction.
 - m) Organizations that received funding from the Canada Arts Presentation Fund (CAPF) in 2024-2025.
13. Eligible companies must have updated Applicant Profiles where the last year's fiscal financial statement is uploaded into FACTOR's online system in order to be adjudicated in this program. Please go to the [How to Apply](#)

[page on the FACTOR website](#) for instructions if the company does not have an Applicant Profile.

14. Applicants whose programming includes a majority of artist presenting shows with French-language musical content/repertoire must apply to Musicaction.
15. In support of CMF diversity and inclusion policy priorities, FACTOR welcomes applications from equity-seeking groups, in addition to applicants with disabilities. Please contact your Program Administrator or our general information account to discuss options for accommodations throughout the application process, as well as our Application Accessibility Support Fund.

How to Apply

16. **Ensure Applicant Profile in FACTOR portal has been created / updated with all mandatory sections including the uploading of your latest financial statement** (audited or review engagement or compilation engagement) from the last completed fiscal year. Please note that applicants who have been in business for only one year will be allowed to submit only the revenue and expense sheets, without financial statements.
17. **Email the following application form filled out to live@factor.ca**

Download Application Form: [Promoter Program Excel Template](#)

For reference, the application form requires the following information to be provided:

- a) Applicant information
- b) Brief description of company
- c) Overview of human resources and organizational chart
- d) Brief description of promotional strategy
- e) Calendar for the last completed programming year (April 1, 2023 – March 31, 2024), including details on the Canadian artists that performed, the ticket prices charged, and the number of tickets sold.
- f) Revenue and expense sheet for the last completed fiscal year
- g) Calendar for the proposed programming for 2024-2025, including details on the Canadian artists to be presented, the ticket prices being charged and expected ticket sales (actual ticket sales should be reported for concerts that have already taken place).
- h) Breakdown of incurred and expected eligible expenses for 2024-2025

How Applications are Assessed

18. The funds in this program are awarded competitively among eligible applicants depending on the available budget in the fiscal year (April 1 – March 31) who demonstrate the capacity and ability to participate in Canadian artist and priority group artist programming.
19. The Promoter Program's investments are based on the following:
 - a) Applicants' revenues from presenting concerts by Canadian artists in their last completed fiscal year - thresholds will be determined.
 - b) Evaluation of applicants' programming over the last completed year - a bonus may be granted to the amount determined using revenues based on the number of shows by artists belonging to the CMF priority groups in the last completed year (2023-2024).

Conditions of Funding

20. Applicants must have the capacity to match the financial investment which they receive to fund the planned activities and be able to carry out the planned investments regardless of the final amount of FACTOR funding.
21. Applicants must be in good standing with the Crown, the Department of Canadian Heritage, or any other government department as well as with FACTOR and Musicaction.
22. Once an Applicant has accepted a Promoter Program funding offer, they may not access additional funding through any of FACTOR's other programs. (Envelope affiliate companies declared and approved by FACTOR are

exempt).

Funding and Payments

23. **Schedule of payments for 2024-2025:** After the funding offer is accepted by the applicant, FACTOR will issue 90% of the contribution amount as an advance payment. The remainder of the funding is paid out when the completion has been received, reviewed, and accepted by FACTOR.
24. To receive FACTOR funding, recipients must submit banking information for direct deposit. The bank account name must appear on the void cheque/Direct Deposit/pre-authorized payment form, and this must match the Applicant name associated with the recipient's file.

Eligible and Ineligible Revenues

25. Eligible: ticket sales and bar sales from concerts by Canadian artists
26. Ineligible: merch sales/cuts, sponsorships, loans, and other public grants

Eligible Expenses

27. Eligible expenses are those related to eligible activities undertaken between April 1, 2024, and March 31, 2025. The following lists of eligible expenses are demonstrative and are not exhaustive. If you have any planned expenses that are not listed below, please contact the Program Administrator before submitting your application.
28. **Eligible expenses:**
The eligible expenses include the following costs directly related to the Canadian artists concerts, but are not limited to:
 - a) Artist fees
 - b) Promotion and marketing expenses
 - c) Professional fees, salaries, and benefits for workers associated with the concert (e.g. technicians for sound and lighting)
 - d) Venue and equipment rental
 - e) Transportation and storage of equipment
 - f) Accommodation and catering/or per diems for artists, musicians and technicians in connection with the presentation of concerts
 - g) Administrative expenses (only up to 15% of the contribution amount)
29. **Ineligible expenses:**
 - a) Fees and expenditures associated with non-Canadian artists
 - b) Fixed operation costs
 - c) Infrastructure improvement or maintenance costs
 - d) Merchandising
 - e) Grant application writing services
 - f) Exchange of services
 - g) Audit, legal (for example, during a legal dispute) and infringement costs
 - h) Recoverable taxes and similar charges
 - i) Interest on late payments
 - j) Hospitality expenses
 - k) Dividends and bonuses
 - l) Capital expenditures

Completion

30. As part of the final completion reporting, recipients will be required to submit:
- a) Activity report (containing the actual number of Canadian artists presented on stage, the total number of funded events, the ticket prices charged, as well as statistics about ticket sales and employment) which will make it possible to assess the use and impact of the financial contribution received.
 - b) A final artist programming list, including demographic profiles, which will help the program better understand the representation and needs of the CMF priority groups in the first year of the pilot and shape the program accordingly in the following year.
 - c) A final financial report, including a cash flow of expenses incurred, and revenues earned.
 - d) Expense documentation for all costs claimed on the cashflow report, including an invoice and eligible proof of payment for each expense. For detail regarding what FACTOR will accept as eligible proof of payment, please refer to [FACTOR's Expense Documentation Guide](#).
 - e) Accepted proof of payment includes:
 - i. The back and front of cancelled cheques;
 - ii. Electronic and debit card payment: bank statement showing the name of the payee;
 - iii. Credit card payment: monthly statement showing the name of the payee;
 - iv. Automated accounts payable processing software (e.g. Plooto, Telpay, Quickbooks, etc): batch report indicating the date, transactions and batch total, along with the bank statement confirming the batch transaction;
 - v. Payroll service (e.g. ADP, Ceridian, Payworks, etc): payroll journal and summary, along with the bank statement confirming the transaction;
 - vi. Money order and postal order receipts, wire transfer and e-transfer receipts.
 - vii. Cash expenses up to \$500 must be supported by either a completed FACTOR-provided Receipt for Services form signed by the payee, or a detailed vendor receipt issued by the payee (cash expenses over \$500 are not eligible)
 - f) A narrative report outlining any changes to the proposed activities and measurable successes from the proposed activities.
31. FACTOR reserves the right to audit recipient accounts and records to ensure compliance with the terms and conditions of the funding agreement. FACTOR and the Department of Canadian Heritage also conduct periodic program evaluations, during which recipients may be required to present documentation.
32. Applicants should retain all their invoices, receipts, and proofs of payment for seven years for FACTOR and Revenue Canada taxation purposes. Demonstrated failure to maintain such records may result in the repayment of amounts previously received.
33. Once submitted to FACTOR, the completion report will be deemed by FACTOR to be your true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.

Glossary

- G1. **2SLGBTQIA+:** A person who identifies as part of the 2SLGBTQIA+ community is someone who identifies as Two-Spirit, lesbian, gay, bisexual, transgender, queer and/or questioning, intersex, asexual or other.
- G2. **Canadian:** A citizen within the meaning of the *Citizenship Act* or a permanent resident of Canada within the meaning of the *Immigration and Refugee Protection Act*.
- G3. **Canadian artist:** A citizen within the meaning of the *Citizenship Act* or a permanent resident of Canada within the meaning of the *Immigration and Refugee Protection Act*.
The term “Artist” refers to an artist solo performer, a musical group or collective. A group or a musical collective is considered Canadian if at least 50% of its members including the lead singer are Canadians.
- G4. **Canadian-owned and controlled company:** A company
- a) that is a sole proprietorship, partnership, cooperative, or corporation established under the laws of Canada or a province or territory;
 - b) whose activities are based primarily in Canada;
 - c) whose company headquarters is based in Canada; and
 - d) whose chairperson or presiding officer and at least 50 per cent plus one of whose executives, directors and other similar officers of its Board are Canadian or permanent residents within the meaning of the *Immigration and Refugee Protection Act* (hereinafter called “Canadians”). Any sub-group of the Board of Directors with decision-making powers (i.e. Executive Committees) that act on behalf of the Board must also consist of at least 50 per cent plus one Canadians. Companies employing employees located abroad must ensure that decision-making and control remain in Canada.
- Corporation with share capital:** Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 50 per cent plus one of all the issued and outstanding votes.
- Corporation without share capital:** Canadians beneficially own or control, directly or indirectly, interests representing in monetary value at least 50 per cent plus one of the total value of the assets.
- Partnership, trust or joint venture:** a Canadian or Canadian corporation or any combination of the two, beneficially own or control, directly or indirectly, interests representing in value at least 50 per cent plus one of the total value of the assets of the partnership, trust or joint venture, as the case may be, and at least 50 per cent plus one of the executives, directors, or other similar officers are Canadian.
If at any time one or more persons that are not Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the firm, the company is deemed not to be Canadian-owned-and-controlled.
- G5. **Disability:** A person with a disability has any impairment including a physical, mental, intellectual, cognitive, sensory, learning, communication, or sensory impairment – or a functional limitation – whether permanent, temporary, or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.
- G6. **Indigenous person:** An Indigenous person is a person who belongs to one of the three Indigenous Peoples in Canada, namely, First Nation, a Métis, or an Inuit.
- G7. **New Artist:** For 2024-2025, an artist will be considered ‘new’ if their first track was commercially released and actively supported by a promotion team after April 1, 2020 (or in the case of a songwriter, if their first track was copyrighted after April 1, 2020).
- G8. **Official Language Minority Communities:** Francophone communities outside Quebec and Anglophone communities in Quebec. For the purpose of the program, a French-language artist will be considered for this definition if they live and pursue their career outside of Quebec, or, if they identify as belonging to a francophone community, but live and pursue their career in Quebec. For an English-language artist to meet the program’s definition, they must have been born in Quebec, currently live in Quebec, and meet the program’s definition for New Artist (see above).
- G9. **Racialized person:** A racialized person is categorized according to ethnic or racial characteristics and subject to discrimination on that basis. Ethnic characteristics include culture, language, and religion. Racial characteristics include skin color, hair texture and facial features. The term “racialized” acknowledges that race is a social construct that negatively impacts a person’s social, political, and economic life.