



# Showcase

## Component Guidelines

### 2018-2019

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### Eligible Artists

1. To be eligible for funding under the Showcase Component in any Program, the Artist must be Canadian.
2. Artists eligible for support from the Radio Starmaker Fund (RSF) are eligible for FACTOR 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. 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 limit for the Showcase Component in 2018-2019 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. Note that any funding awarded in the Showcase component will be deducted from the annual [Tour Support](#) limit for the artist.

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

### Eligible Showcases

4. A sample list of [Eligible Showcase events](#) is available on the FACTOR website. This is not an exhaustive list of eligible Showcase events; if your event is not on the list, please review the policy below, and contact FACTOR before applying.
5. A Showcase confirmation (such as an official invitation or a performance contract) must be included with your application.
6. 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 (i.e. not signed to the same label or manager).
7. 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 for this Component.

8. A “no-case” (an unofficial showcase that takes place during the dates of a conference or festival, but is not officially recognized and/or promoted by that conference or festival) may be eligible provided it is organized to coincide with a significant music event (such as a showcase event, festival or conference) 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.
10. If your event is not on the Showcase list and you think it should be, please contact your Project Coordinator, who will ask you to provide supporting documentation about the nature of the event.
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. An Applicant may add as many Components to an Application as there are confirmed Showcases, to the Component funding limit or the Program funding limit, whichever is achieved first.
13. Each Showcase must take place at least 300km/3 hours’ drive away from the Artist’s home city. If the Artist band members live in different cities, then the Showcase location must be least 300 km/3 hours’ drive away from the city where half or more of the Artist members live.
14. Applicants must provide specific details as to the strategic merits of the Showcase in the Goals and Expected Results section. You must upload a list of industry personnel whom you have invited to the Showcase, including their name, title and company.
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. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

## Eligible Costs – Showcase

16. The Eligible Costs in this section are specific to the Showcase Component. Please also review [Eligible Costs – General Terms](#) as well as the Eligible Costs – This Program in the [Program Guidelines](#) for the Program under which you are applying. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.
17. FACTOR funding under the Showcase Component will equal the lesser of (i) the approved Offer, or (ii) the final subsidy calculation plus Administration Fee, or (iii) 75% 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 is:
  - a. A credited, full-time member of the Artist group; or
  - b. A Hired Musician or Eligible Crew member whose paid services have been engaged by the Artist for the duration of the Showcase;
  - c. A person who 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 his or her 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, 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 Nanny hired to care for the Artist’s children on tour, 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. An Eligible Crew member cannot also be claimed as a member of the Artist or as a Hired Musician.
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. Per diems and accommodations will be recognized to a maximum of five days for a domestic Showcase/seven days for an international Showcase. Per diems are recognized to a maximum of \$50 per person per calendar day.
24. **\*NEW Remote Communities Allowance:** You may now 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 or showcase as follows:
  - a) “Remote Community” means the home is more than 300 km/3 hours ground travel from the following international airports: Toronto, Vancouver, Montreal, Calgary, Edmonton, Ottawa, Winnipeg, Halifax, Victoria, Kelowna/Okanagan Valley, Quebec City, St. John’s, Saskatoon, Regina.
  - b) 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 tour, and returning to that same airport, or another of the listed airports, at the end of the tour.
  - 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.
25. A Subsidy Calculator is embedded in the Showcase Component in the Online System and will be available when you apply. For reference, see the rates below.

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

26. Although the Showcase funding is calculated as a subsidy, you will have to submit a final Completion 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 particular cost, please contact FACTOR in advance.
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. Travel fares, registration and accommodation expenses that are booked and paid before submission of the Showcase application may be eligible, provided that those costs must be clearly connected to the Showcase.
29. When a privately owned vehicle is used, the Eligible Cost will be tallied at an all-in gas and mileage rate of \$0.50/km. Applicants will be required to submit odometer readings taken before and after the Showcase. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. [A Vehicle Log is available here.](#)
30. Basic vehicle maintenance costs resulting from traveling to and from the Showcase, such as oil changes, are allowable. 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 or showcase.
31. Both vehicle costs and airfare are eligible.
32. Pre-Showcase expenses, such as rehearsal time, will be capped at 15% of Total Eligible Costs.
33. Costs of designing, manufacturing and producing items of non-music merchandise sold at the Showcase (e.g. t-shirts, tote bags) will be considered Eligible Costs. 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 distributing showing the per-unit cost must be provided at completion to claim these costs.
34. The costs of not-for-sale promotional CDs, vinyl, and dropcards are eligible 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.
35. Merchandise shipping costs within Canada and to destinations outside of Canada will be allowed as Eligible Costs.
36. The cost of printed materials, such as handbills, posters, banners etc., will be capped at \$400 per Showcase Component (all Programs).

37. Musical supplies subject to normal wear and tear, such as guitar strings, drum skins, and batteries may be Eligible Costs; however, capital purchases of musical instruments and equipment, or PA equipment, are considered equipment purchases (not supplies), and are subject to cap.
38. Equipment purchases will be recognized up to a maximum of 10% of the total cost of the purchase. Date of the purchase receipt must be consistent with the dates of the showcase.
39. For Tour Support, Showcase and Business Travel components, no limit will be applied to payments made in cash, provided that:
  - a) Incidental purchases under \$100 (e.g. gas, small goods) must be supported by a cash register receipt.
  - b) Personnel costs, fees for personal services and per diems paid in cash to individual persons must be supported by a FACTOR-provided [Receipt for Services form](#) signed by the payee.
  - c) Lease or purchase of all other goods and services must be supported by a receipt issued by the payee indicating clearly all of the following:
    - 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).
40. Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased. FACTOR reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
41. Artist and Hired Musician fees will be capped at \$300 per performance (or \$300 per day if the Artist performs more than once in a day). Donated Services are ineligible when the Applicant is a party other than the Artist. 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 may no longer be claimed for Hired Musicians and Eligible Crew. Donated Services in total cannot exceed 25% of Total Eligible Costs. Please see [Business Policies: Donated Services](#).
42. In-House costs are allowed in this component. Generally, and unless otherwise explicitly allowed by FACTOR, In-house and/or 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.
43. FACTOR will recognize 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.
44. FACTOR will recognize 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.
45. Local ground transportation (such as taxis and public transit costs) and parking costs are eligible up to a maximum of \$100 per day.
46. 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 Program. 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 except as described above.
- n. Booking and/or management fees where the Applicant is self-booking and/or self-managing.

47. 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.

48. For every component of the project, 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 component. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Budget, Goals and Results, Component Information, Public Funding).
49. To complete the Component and receive the final payment (if any), Applicants must:
- a. Submit Proof of Performance that the Showcase performance took place. As Proof of Performance, FACTOR will accept samples of any of the following: flyers, posters, programs, print-ads, photographs, ticket samples, videos (physical or online), web-links, live show reviews from external publications, confirmations from publicists/promoters/radio promoters etc.
  - b. If there is a change of personnel, you must indicate those changes in the Component Information section of your online 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.
  - c. Submit [Letters of Direction to Pay](#) (maximum three per Project). These Letters are voluntary on the part of the Applicant, who may prefer to have FACTOR pay certain suppliers directly.
50. 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.