



Showcase Component Guidelines 2023-2024

Published April 2023

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. 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.
16. 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.
17. An eligible traveler is a person who:
 - a. Is a credited, full-time member of the artist group; or
 - b. Is a hired musician or eligible crew member whose paid services have been engaged by the artist for the duration of the showcase;
 - c. Is not receiving funding to attend the showcase under the [Business Travel component](#); and
 - d. Has been approved by FACTOR as an eligible cost.
18. A hired musician is a musician who is hired to provide their services on a contracted, project basis, in exchange for wages. If claimed as an eligible cost, the hired musician must be Canadian, unless otherwise approved by FACTOR. A full-time member of the artist group, or an eligible crew member, cannot also be claimed as a hired musician.
19. An eligible crew member is a person hired by the artist for a showcase to provide only the services of tour manager, driver, road/equipment technician, lighting technician, sound mixer, merchandise seller, or childcare support hired to care for the artist's children, or a combination of the foregoing, in exchange for wages. If claimed in the final Completion budget, eligible crew must travel with the artist for all or a substantial portion of the showcase. Eligible crew must be Canadian unless otherwise approved by FACTOR. A full-time member of the artist group, or a hired musician, cannot also be claimed as an eligible crew member.
20. A signed agreement for hired musicians and eligible crew must be submitted on application. It 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.
21. The showcase subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart on the next page.

Showcase	A = Base Rate	B = Territory	C = Subsidy per Showcase
For each showcase	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

22. Although the Showcase funding is calculated as a subsidy, you may be asked to submit a final budget on Completion. FACTOR will only recognize and reimburse up to 75% of the eligible costs in your budget. If you claim costs that are ineligible, FACTOR will remove them from the budget and your subsidy may be reduced accordingly. If you have any questions about the eligibility of a cost, please contact FACTOR in advance.
23. **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.
24. Eligible costs for showcases include:
- Artist and hired musician fees to a maximum of \$300 per performance (or \$300 per day if the artist performs more than once in a day). When the Applicant is the artist, FACTOR will recognize donated services for artist members to a maximum of \$150 per artist member per day. Donated services in total cannot exceed 25% of total eligible costs. Please see [Business Policies: Donated Services](#);
 - Travel fares, registration and accommodation expenses that are booked and paid before submission of the showcase application, provided that those costs must be clearly connected to the showcase;
 - Per diems and accommodations to a maximum of five days for a domestic showcase and seven days for an international showcase. Per diems are recognized to a maximum of \$50 per person per calendar day;
 - Vehicle costs and airfare;
 - Basic vehicle maintenance costs resulting from traveling to and from the showcase, such as oil changes. FACTOR reviews these costs on a case-by-case basis, and the dates of the costs must be consistent with the date of the showcase;

- 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.
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 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.
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 member performance fees will not count towards the in-house cap.
27. 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.

28. 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.

29. 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.
30. 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 agreements for any new eligible travelers.
31. 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.
32. 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.