



FACTOR Sponsorship Application Questions

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This document includes all questions in an application for the Sponsorship program. Applications are available in [FACTOR's online application portal](#). For further information on submitting an application, see the [Sponsorship Program Guidelines](#) or contact Anthony Johnson, FACTOR Project Coordinator, Sponsorship & Outreach, at anthony.johnson@factor.ca.

Home

Total Request

Enter the total amount you are requesting from FACTOR.

Component Information

Project Name
Project Start Date
Project End Date
Project City
Project Province/Territory
Project Type
Audience Size

Brief History of Organization

Provide a brief history of your organization, outlining any notable accomplishments. Give FACTOR an understanding of your ability to complete projects like the one you are applying for. Use examples of similar projects.

Details on Project

Provide a detailed description of your proposed project. How does your project/event work? Please provide notable logistical details that you would like to share. Is it free for the public or ticketed?

Needs

Why are you doing it? What needs will this project be addressing? Some examples: creating new audiences for Canadian artists, using your platform to give underrepresented genres a stage, etc.

Goals

What are your goals and how will a FACTOR sponsorship get you there?

Contingency

What will you do if you fall short of your financing targets? Please be specific about how your project scope might change.

Partnership

If you are going to be working with any music industry partners (including your sponsors) please list them below and note what role they will be playing in this project.

Artist/Speaker Lineup

Complete this section if your project/event includes artists and/or speakers.

Number of performance slots for Canadian artists and/or speakers

Please list the Canadian artists and/or speakers who will perform or present at the event

Additional Info (Optional)

Provide any other information you feel is necessary to provide the assessment committee with a complete description of your project.

Budget

Complete and Upload mandatory Application Budget spreadsheet

The Application Budget must be uploaded in Excel file format. If you do not have access to Microsoft Excel, the Application Budget is compatible with the following free options: Open Office and Google Drive.

To delete an incorrectly uploaded file, click edit beside the file name, check the Delete File box, and click Save.

Total Expenses

Enter the Total Expenses amount in the space provided below. This amount can be found on the Summary tab of your Application Budget spreadsheet.