



## Sponsorship Program Guidelines

2018–2019

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Resources:

[Sponsorship Tips for Applicants](#)  
[Sponsorship Application and Completion Tutorial](#)  
[Sponsorship Application Budget Template](#)

### Program Overview

1. The Sponsorship program allows FACTOR to support worthy music-related projects and events that are looking for a smaller amount of support, or that do not quite fit other program mandates. New and genre-specific music festivals, broadcaster conferences, workshops, industry association events, and international showcases are examples of projects that FACTOR has been proud to support over the years.
2. Eligible events or projects must benefit multiple Canadian artists or the Canadian music industry at large.
3. In most cases applicants may only receive funding twice towards the same project.
4. Review of applications takes up to 12 weeks from the date of application.

### Who Can Apply?

5. Application is by permission. Any Canadian person, company or organization with an appropriate project is eligible to apply; however, you must first submit a Letter of Intent. See [How to Apply](#), below.

### Application Deadlines

6. **\*NEW** – Letters of Intent must be submitted at least four months prior to the start date of the event or project. If the Letter of Intent is approved, Applications must be submitted at least three months prior to the start date of the event or project.

### How This Program Works

7. Eligible Applications are reviewed using the following criteria:
  - The project's relevance to the program's mandate;
  - The project's strategic value to the participating Canadian Artists and music entrepreneurs;
  - The capacity of the Applicant organization to achieve the proposed results; and
  - The appropriateness of financial planning (including the proportion of administrative expenses to project expenses, and whether the requested amount is proportionate to the project's impact).
8. For repeat Applicants, in all cases, the Application will not be reviewed unless the Completion has been submitted

and any reporting obligations for a prior funded project or event have been met.

9. Eligible events or projects must benefit multiple Canadian artists or the Canadian music industry at large. (Projects featuring only one artist, or one company's roster, are not eligible.)
10. The following types of projects are not eligible:
  - music schools
  - instrument lessons
  - talent contests
  - children's music programming
  - BIA festivals
  - student projects
  - projects which benefit only one company (e.g. record label) or one artist
11. Applicants may not receive funding from the Collective Initiatives program and this program for the same project, or elements of the same project, in the same fiscal year.
12. All events must provide a forum for FACTOR branding (e.g. print material, online assets), **the specifics of which will be negotiated and set out in the offer letter and funding agreement.**
13. As a general rule, sponsorship funding must:
  - Be spent on Canadian goods and services provided in Canada;
  - Be paid to the organizer of the event, not to suppliers directly (including artists' fees).
14. If FACTOR has approved the funding on condition that it go toward a particular expense (such as artist fees), FACTOR will require proof that the amount was disbursed as agreed.
15. As a condition of funding, you must also provide the appropriate logo and acknowledgment in your production, and on any press and marketing materials, promotional items, posters, flyers, advertisements, press releases, mass emails, websites and audio-visual materials produced under this Program. Please see [FACTOR's Logo and Acknowledgment Guide for Sponsorships and Collective Initiatives](#).

## How to Apply

16. Please review the [Sponsorship Tips for Applicants sheet](#).
17. Unless the requirement has been waived in advance, a Letter of Intent should be submitted by email to [sponsorship@factor.ca](mailto:sponsorship@factor.ca).
18. This letter should briefly outline the intended project or event and its relevance to FACTOR and Canadian music. It should also provide some background on the applicant company or organization. The letter will be reviewed and you will be notified when an application can be submitted.
19. If you are approved to apply, you must first create a User Profile (this is personal to you as a user in the FACTOR system) followed by a Sponsorship Applicant Profile (this sets out the legal and business details of the party that is requesting the funding). The Applicant Profile must be submitted for review by FACTOR. Usually within five business days, you will receive an email from FACTOR that the profile information has been reviewed and approved.

20. Then, you can log in to your User dashboard to create and submit your application. Information that **must** be included in your application:

- Project/Event Information (start and end date, city, province/territory, project type, audience size)
- Brief history of organization (500 words max)
- Details on project/event (1,000 words max)
- Artist, genre and community needs addressed by project/event (500 words max)
- Goals (300 words max)
- Contingency plan; i.e. what you will do if you are not successful with this application, or you are otherwise not fully financed (300 words max)
- Partnerships (300 words max)
- Upload [Application Budget template](#)

If applicable:

- Sponsorship Deck
- Number of Canadian artist who will perform
- List of Canadian artists performing

21. Your application will be reviewed by FACTOR staff. If your funding request is for less than \$5000, you will be notified within a few weeks. If your request exceeds \$5000, it may take up to 12 weeks to receive your notification.

## Funding and Payments

22. To receive FACTOR funding, you must submit banking information for [Direct Deposit](#).

23. Unless compliance issues have been noted on previous projects, sponsorships will be paid in full after the offer of funding has been accepted.

## Project Completion

24. Successful applicants are required to submit a report on the results of the project or event within four months after the project or event end date. Instructions on how to submit a Completion are included in the [Sponsorship Application and Completion Tutorial](#).