

FACTOR Canada

SPONSORSHIP

Program Guidelines

2023-2024

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Program Intent

The Sponsorship program allows FACTOR to support music-related projects and events which are not captured in other program mandates. New and genre-specific music festivals, broadcaster conferences, workshops, artist development programs, industry association events, and international showcases are examples of projects that FACTOR has supported.

Program Overview

1. 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.
2. Events or projects should reflect the diversity of Canada's population.
3. Applicants may only receive funding twice towards the same project.
4. Review of applications takes up to 8 weeks from the date of application.
5. Funding for this program is provided by Canada's Private Radio Broadcasters.

Who Can Apply

6. Application is by permission. Any Canadian person, Canadian owned and controlled 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

7. Letters of Intent must be submitted at least six weeks prior to anticipated formal application. If the Letter of Intent is approved, applications may be submitted and must be a minimum of three months prior to event taking place. Applications are assessed on a quarterly basis by FACTOR staff and submitted for board review.

How This Program Works

8. 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 project's impact on underserved communities;
 - 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).
9. Activities can be in any language, except French. Contact Musicaction for possible funding for French-language activities

10. 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.

11. The following types of projects are not eligible:

- Music schools
- Instrument
- Talent contests
- Children's music programming
- BIA festivals
- Student projects
- Charities
- Fundraisers
- Projects which benefit only one company (e.g., record label) or one artist
- Projects involving the creation and/or release of sound recordings

The above list is not exhaustive and FACTOR reserves the right to deem ineligible any other activities and expenses which do not meet the intent of the program. Please contact FACTOR if uncertain of the eligibility of your project or its components.

12. 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.

13. Sponsorship funding must:

- Be spent on Canadian goods and services provided in Canada;
- Be paid to the Applicant, 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 the Applicant to provide proof that the amount was disbursed as agreed.

15. 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. 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, media releases, mass emails, websites and audio-visual materials produced under this program. Please see [FACTOR's Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives](#).

16. **Recipient Accessibility Support Fund:** FACTOR grant recipients are eligible for top-up support to their project funding for costs related to accessibility. FACTOR will allow applications in this fund for up to \$5,000 each fiscal year, not to exceed \$5,000 per project. Eligible costs claimed under this fund will be reimbursed at 100%. This fund is open to artists and staff of music companies associated with the project Artist or Applicant. Support for this fund is provided exclusively by Canada's Private Radio Broadcasters. See more details on [FACTOR's Accessibility page](#).

17. The Recipient shall take measures conducive to creating an event and workplace free from harassment, abuse, and discrimination.

How to Apply

18. Submit a Letter of Intent to sponsorship@factor.ca. This letter should briefly outline the intended project or event and its relevance to the Canadian music sector and FACTOR's mandates, background information on the Applicant company or organization, sources of additional revenue, and amount requested.

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 portal) followed by an 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 the FACTOR portal, under the Projects tab, 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 the organization (500 words max)

- Details on the project/event (1,000 words max)
- Artist, genre, and community needs addressed by the 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)
- Sponsorship deck, if applicable
- Number of Canadian artists who will perform, if applicable
- List of Canadian artists performing
- Completed [Application Budget Spreadsheet](#)

21. Please review the [Sponsorship Tips for Applicants document](#).

22. FACTOR welcomes and encourages applications from people with disabilities. Please contact your Project Coordinator or our [general information account](#) to discuss options for accommodations throughout the application process, as well as our [Application Accessibility Support Fund](#).

Funding and Payments

23. To receive FACTOR funding, you must submit banking information for [direct deposit](#).

24. Most funding is paid out in full upon project approval. In select cases FACTOR funding may be paid out in two stages: (1) an advance equal to 50% of the amount of approved funding is paid out once the application is approved and the funding agreements (a General Agreement and an Annex) have been executed by FACTOR and the Applicant; and (2) the remainder of the funding is paid out when the Completion has been received, reviewed, and accepted by FACTOR. FACTOR will remove any ineligible expenses from the final Completion budget. This may lead to a reduction in the final payment, and in some cases, it may result in the Applicant having to return a portion of the advance.

25. Applicants must notify FACTOR immediately of any change to the original application or budget submitted.

Project Completion

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

Resources:

[Sponsorship Tips for Applicants](#)

[Sponsorship Application & Completion Tutorial](#)

[Sponsorship Application Budget Spreadsheet](#)