



SUPPORT FOR LIVE MUSIC EVENTS

Concerts, Showcases, and Tours

The purpose of the **Support for Live Music Events** program is to stimulate the employment of [Canadian artists](#) and [cultural workers](#), including technicians and other service providers and supporting workers, by providing financial support for live music events featuring Canadian artists that can be presented before an in-person audience and/or through digital dissemination. The funding will mitigate the significant financial risks associated with presenting live music events in the current uncertain climate. Events supported through the Canada Music Fund (CMF) are expected to generate earning opportunities for artists and cultural workers in the live music sector.

Funding will be granted on an ongoing basis throughout the April 1, 2021 – March 31, 2022 fiscal year until the available budget for this non-recurring initiative is exhausted. Funding is allocated on a competitive basis based on the merit and feasibility of the project and the extent to which it aligns with the objectives and the priority areas of the initiative determined by the CMF with respect to recipients.

An applicant may only submit ONE application between now and March 1, 2022. Applications may be for one or multiple events.

1. Who Can Apply?

To present an application, you must be a Canadian-owned entrepreneur or organization in the music industry and must support the career development of Canadian artists and/or offer musical programming by Canadian artists. The following Canadian applicants may file an application if they meet the eligibility criteria of the program:

- Current recipients of the *Individual Initiatives* and *Collective Initiatives* of the Canada Music Fund (CMF), including artist-entrepreneurs.
- Eligible applicants to the 2020 Emergency Support Fund, such as artist managers, booking agents, concert promoters, for-profit festivals, and venues.

Note that priority will be given to [equity-seeking populations](#) and [Indigenous-led](#) organizations as well as applicants that do not traditionally receive CMF's funding.

2. When to Apply

Once the program is launched, applications may be filed on an ongoing basis and will be assessed as they come in during fiscal year, April 1, 2021 – March 1, 2022.

3. Funding

An applicant may receive a maximum amount of \$100,000 and can only apply once between now and March 1, 2022. This application can be for one event or several events and concern one artist or several artists.

In order to encourage the music sector to undertake live performances and to mitigate the substantial financial risks of presenting shows in the current context, **funding could be up to 100% of eligible costs.**

Funding is subject to the availability of funds. Submitting an application does not guarantee 100% funding or any funding.

4. Eligible Activities and Artists

- a) Eligible activities must feature one or more Canadian artists performing at a live music event presented in person in a venue, or an outdoor setting, or online in a virtual format, or combines both types of public (in-person and virtual).
- b) The events can be showcases, concerts or tours in Canada, including their related promotional activities. If the show is recorded, it must be broadcast in Canada.
- c) Activities must generate substantial income for artists and cultural workers involved and must prioritize spending on labour-related fees and services.
- d) Since the event must aim to develop the career of the artist, the musical performance must last at least 20 minutes.
- e) The performing artist must have released at least **six** eligible Canadian sound recordings (individual track or collection of tracks) no more than three years *prior to the application* or plan to release *within one year* of the performance.
- f) More than half of the songs performed by the artist during a performance must be original Canadian material. This does not apply to the repertoire of classical music, traditional jazz, world music, or traditional music.
- g) Musicals, retrospective/tribute shows, dinner theatre, charity or corporate shows are not eligible.
- h) The activities for which an application is made must not be funded by other programs of the Canada Music Fund.
- i) The projects that are the subject of the application, as well as any promotional material that results from them, may not contain any elements of serious or gratuitous violence or sexual exploitation, may not be obscene, indecent, or pornographic under the criminal code definition and may not be of a hateful, defamatory, or otherwise illegal nature.

5. Eligible Applicants

- a) The applicant must be Canadian. Foreign artists and foreign-owned music companies (firms not owned and controlled by Canadians) operating in Canada and their related associations are thus not eligible.
- b) The applicant must hold the rights to the event(s) or be a partner in the project that is authorized by that rightsholder to file the application.
- c) **Current recipients of the programs of the Canada Music Fund *Individual Initiatives* and *Collective Initiatives* components, including artist-entrepreneurs producing their own shows, are eligible, as long as the presented projects are distinct from the activities proposed in their regular 2021-22 applications.**

OR

- d) **Artist managers, booking agents, concert promoters, for-profit festivals and venues that were eligible in the second phase of the 2020 Emergency Support Fund are also eligible if they meet the following criteria:**
 - i. **Managers and booking agents:** At least 50% of revenues from the last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to **Canadian artists** OR at least 50% of the artists on their roster must be **Canadian artists**.
 - ii. **Concert promoters:** At least 50% of revenues from the last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to **Canadian artists** and / or demonstrate having been essential in the ecosystem i.e., in the development of Canadian artists.

- iii. **Festivals:** At least 50% of the programming in its last edition was musical performances by [Canadian artists](#) and/or demonstrate that the festival is essential in the ecosystem i.e., in the development of Canadian artists.
- iv. Venues:
 - Must have permanent spaces, with infrastructure for musical performances, such as a stage, a sound and lighting system, etc.
 - A minimum of 25% of the 2019 programming was live musical performances
 - At least 50% of the 2019 musical programming was performances by [Canadian artists](#) and/or the venue must demonstrate that it is essential in the development of Canadian artists.
 - Must not be associated with a city/municipality or an educational institution.
 - Its capacity must not be greater than 2,500.

OR

- e) **Other types of organizations in the Canadian music industry that were [eligible in the second phase of the 2020 Emergency Support Fund](#) may apply for funding for an eligible live event, provided they demonstrate that they have been essential in the development of Canadian artists.**
- f) Any applicant, including not-for-profit artistic festivals, professional performing arts series (arts presenters), that received regular funding from more than one Canadian Heritage program (Canada Arts Presentation Fund and Building Communities Through Arts and Heritage) or from the Canada Council for the Arts may present a project if such project is distinct from those presented in these other programs.
- g) The applicant must be in good standing with the Crown following agreements entered into with Canadian Heritage or any other federal government department as well as with third-party administrators FACTOR and Musicaction.
- h) The applicant must provide all the required documents, including among others financial statements meeting current applicable accounting standards.

6. Ineligible Applicants - The following music entrepreneurs and organizations are ineligible for funding:

- a) Foreign-owned music companies (firms not owned and controlled by Canadians) operating in Canada and their related associations.
- b) Radio and television broadcasters and music streaming services, including online streaming platforms.
- c) Venues whose primary live music programming does not feature individual artists or help develop the careers of Canadian artists: musicals, retrospective/tribute shows, dinner theatre, charity or corporate shows, etc.
- d) Venues whose capacity is greater than 2,500.
- e) Venues associated with a city/municipality or an educational institution.
- f) Not-for-profit artistic festivals, professional performing arts series (arts presenters) and other applicants that will be supported by BCAH, CAPF and CCA, EXCEPT for the organizations that receive funding regularly from more than one of the PCH programs and/or CCA; in that situation, you are allowed to present a project to each of these programs if they are distinct projects.

7. Assessment of Applications and Allocation of Funding

Funding is allocated on a competitive basis between the applicants. Applications are assessed based on the following aspects:

- a) Quality of the project and the impact it may have on the career of the artists;
- b) Prioritization of remuneration to artists other cultural workers;

- c) Quality of key partnerships and new partnerships within the live sector for the proposed project in current uncertain climate;
- d) Quality of the promotional strategy to be implemented;
- e) Budgetary realism, including the consideration of financial risks associated with the current uncertain climate, such as the limited capacity of the show venues.

8. **Submitting the Application**

Applications must be completed online. The application process starts with the collection of contact and applicant information here: live.factor.ca. Following this, a unique application form link and project number will be sent to the designated contact. **The application form can be completed over multiple sessions, but the link and any data will expire if the application form is not submitted within 28 days.**

a. **Application Process**

Applicants will be required to provide the following information in their funding application:

- i. Application form with a description of the project, including:
 - o Number of artists and cultural workers engaged and employed through the project;
 - o Demographic profile and identification of artists and cultural workers from equity seeking populations;
 - o Partnerships involved in the project, if applicable;
- ii. Project budget: cash flow with anticipated revenues and expenses of the project;
- iii. Attest not having applied to the other programs for the same project and the project does not cover the same expenses as the regular CMF funding;
- iv. When applicable, the calendar of the last programming carried out; and
- v. Banking information to receive payments.

FACTOR will follow up with applicants to collect the following documents as applicable:

- vi. An authorization to file if the applicant is not the rights holder;
- vii. A letter from the president or owner of the business authorizing the submission of the application;
- viii. Company documentation for the business (business registration, letters patent, by-laws and special resolutions, shareholders' agreement) and the most recent financial statements where applicable;
- ix. Contracts with artists, workers, and suppliers.

9. **Expenses**

a. **Eligible Expenses**

As a general rule, expenses are eligible from the date an application is submitted. Eligible expenses must be incurred before March 31, 2022.

If an event is cancelled and unable to be rescheduled, recipients may apply the funding to eligible non-recoverable costs. Proof of cancellation of the event must be presented.

Expenses incurred before receiving written confirmation of a funding approval are made at the risk of the applicant.

Eligible expenses include but are not limited to:

- Fees and services of artists and cultural workers and related costs

- Recording and streaming costs of the performance (audio and visual)
- Marketing and promotion expenses
- Venue rental
- All related staging costs
- Rental of equipment, including equipment required for digital dissemination
- Transport and storage of equipment, including equipment required for digital dissemination
- Travel expenses (transportation, accommodation and meals, etc.) as per the [Government of Canada's Travel Directive](#)
- Non-capital goods and services necessary to ensure public safety and compliance with local public health guidelines, including personal protective equipment and sanitation
- Insurance; and
- Administrative expenses (max 15% of the contribution amount.)

b. Ineligible Expenses

- Expenditures associated with non-Canadian artists or international-focused elements of the projects
- On-going operational costs
- Equipment purchases such as computers, staging, lighting, sound
- Merchandising
- Grant application writing services
- Exchange of services
- Audit, legal (for example, during a legal dispute) and infringement costs
- Recoverable taxes and similar charges
- Interest on late payments
- Suppliers' administration fees
- Hospitality expenses
- Dividends, bonuses and other extraordinary compensation for company shareholders or owners.

10. Once the Application is Accepted

- Total government funding of a project, including FACTOR funding, cannot exceed 100% of the costs of the project.
- Recipients must declare during the course of the project any significant changes made to the sources of income or to the expenses proposed for the eligible activities.
- All rights, among others licensing fees for rightsholders, must be respected.
- As a general rule, a first payment equivalent to 75% of the amount granted is made upon signature of the contract. This can be up to 90% depending on the progress of the project and the financial capacity of the applicant.

11. Acknowledgment of Financial Assistance

- The FACTOR logo and CANADA wordmark, unless it is already there, must appear side-by-side but separately on any promotional item, publicity material, press release, program, homepage of a website, video, or any other form of communication in writing, print or electronic format. Where space

and circumstances allow, the following acknowledgment sentence must also be added on the website of the applicant: **“This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie grâce au gouvernement du Canada.”** The FACTOR logo and the CANADA wordmark must have similar size and prominence as other logos. In addition to what is previously mentioned, the application undertakes to comply with all the obligations set out in the [Logo and Acknowledgment Guide – Support for Live Music Events](#).

- Acknowledgement of FACTOR and the Government of Canada must be verbally announced during the performance.

12. Final Reporting Requirements

- The applicant must, **no later than 2 months after the end of the activity**, submit their final report online. A unique final report form link will be sent to the applicant following their event.
- Upon FACTOR’s acceptance of the final report, the balance of the funds will be issued.
- For applications accepted in the final months of the 2021-2022 fiscal year, the final report may be required within a shorter period of time than the 2 months provided for in the program.
- The final report must include a detailed breakdown of the revenues and expenses associated with the project and an activity report to assess the use and benefits of the financial contribution received.
- The final report also requires information on the demographic and identification profiles of artists and other cultural workers from [equity populations](#).
- FACTOR may request the applicant to submit selected invoices and proofs of payment before issuing final payment.
- The accepted proof of payment is:
 - The back and front of cancelled cheques;
 - Internet and debit card payment: bank statement showing the name of the payee;
 - Credit card payment: monthly statement showing the name of the payee;
 - Money order and postal order receipts, wire transfer and online transfer receipts.

Additional requirements could be set out in the forms and in the funding agreement and FACTOR’s [Business Policies](#). For more information see the [Support for Live Music Events FAQ document](#).

Glossary

Canadian:

A citizen within the meaning of the Citizenship Act or a permanent resident of Canada within the meaning of the Immigration and Refugee Protection Act.

Canadian-owned and controlled company:

A company...

- that is a sole proprietorship, partnership, cooperative or corporation established under the laws of Canada or a province or territory;
- whose activities are based primarily in Canada;
- whose company headquarters is based in Canada; and
- whose chairperson or presiding officer and more than half of whose directors and other similar officers are Canadian.

Corporation with share capital: Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 50 per cent plus 1 of all the issued and outstanding votes.

Corporation without share capital: Canadians beneficially own or control, directly or indirectly, interests representing in monetary value at least 50 per cent plus 1 of the total value of the assets.

Partnership, trust or joint venture: a Canadian or Canadian corporation or any combination of the two, beneficially own or control, directly or indirectly, interests representing in value at least 50 per cent plus 1 of the total value of the assets of the partnership, trust or joint venture, as the case may be, and the Chairperson or other presiding officers and more than half of the directors or other similar officers are Canadian.

If at any time one or more persons that are not Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the firm, the firm is deemed not to be Canadian-owned and-controlled.

Canadian artist:

The term "Artist" refers to an artist solo performer, a musical group or collective. In the case of music publishing activities, an "artist" refers to a songwriter or composer. A group or a musical collective is considered Canadian if at least 50 % of its members including the lead singer are Canadians. In the case of an orchestra featuring no principal artist, the orchestra must be based in Canada.

Cultural Worker:

Technicians and live support workers and service providers who provide project support for live music events that can be presented before an in-person audience (contingent on applicable public health guidelines) and/or synchronous digital dissemination of these events.

Indigenous person:

An Indigenous person is a North American Indian or a member of a First Nation, a Métis or an Inuit. North American Indians or members of First Nations include 'status', 'treaty' and 'registered' Indians, as well as non-status and non-registered Indians.

Equity-seeking groups are communities that face significant collective challenges in participating in society. This marginalization could be created by attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc. Equity-seeking groups are those that identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation.