

FACTOR

2016 POCKET GUIDE



ARTIST DEVELOPMENT

JURIED SOUND RECORDING

MARKETING & PROMOTION

LIVE PERFORMANCE

factor.ca



**The Foundation
Assisting Canadian
Talent on Recordings**

(FACTOR) gives grants and loans to Canadian musicians and music companies to make and promote Canadian sound recordings and strengthen the Canadian music industry.

Funding for FACTOR is provided by the Government of Canada through the Canada Music Fund and by Canada's private radio broadcasters.

For a full list of programs, visit **factor.ca/our-programs**

For more detailed information, including step-by-step application guides, visit **factor.ca/application-details**

ELIGIBILITY

Are you or at least half of your band members Canadian citizens permanent residents of Canada?

Do you and your bandmates have one of the following: Canadian passport, birth certificate in Canada, Canadian citizenship card, permanent resident card, SCIS card (Secure Certificate of Indian Status)?

Before you begin, decide who will be responsible for any funding received from FACTOR. This person will be the Applicant.

PROFILE & RATINGS

To submit an application to FACTOR, you'll need the following profiles in our system. These profiles must be created and submitted to FACTOR for review at least one week before a program application deadline.

USER PROFILE

You – and everyone in your band – will need a **user profile**. This is your own personal log-in to the FACTOR portal, and shouldn't be shared. You must upload proof of Canadian citizenship or permanent resident status to your user profile. A scan or clear photo of your Canadian birth certificate, Canadian passport, Secure Certificate of Indian Status card, or permanent resident card will do the trick.

ARTIST PROFILE

You'll need to create an artist profile. There can only be one artist profile per band.

To complete this profile:

- add all **Artist Members** (including yourself!) to the Artist Members section of the profile
- upload a one page artist biography to the profile

Once you've done this, you will submit your profile for review. A FACTOR Project Coordinator will be assigned to you. Your PC will be your primary point of contact at FACTOR for any profile, application, or funding questions.

The first time you submit your artist profile for review, you'll be assigned a rating of **General Artist** within 5 business days. This rating will allow you to apply to all the programs listed in this guide.

Twice a year FACTOR rescores every artist profile in our system based on the **Qualifying Criteria** you may choose to provide in your artist profile. Artists who score the highest may move up to Artist 2 or Artist 3 ratings.

For more info on artist ratings, visit
factor.ca/application-details/profiles-and-ratings-for-artists/

APPLICANT PROFILE

The applicant profile tells FACTOR about what kind of business you do. If the band is a registered partnership or is incorporated, the applicant will be the partnership or corporation. If not, select someone in the band to be responsible for FACTOR funding. That person will create an applicant profile as a sole proprietor.

If you are an artist, select "Artist" as your primary business activity.

If you are an artist manager, music distributor, music publisher or record label and want to receive a music company rating, you'll need to provide FACTOR with additional information, such as revenues, artist rosters, list of releases, etc. For more on music company ratings, visit factor.ca/application-details/profiles-and-ratings-for-music-companies

DON'T FORGET

If you don't submit your profiles for review **ONE WEEK** before an application deadline you won't be able to create an application before that deadline.

Once your artist and applicant profiles have been rated, you are ready to create a new project application. Follow along with these steps, or visit factor.ca/application-details/application-process for a more comprehensive guide.

1. Sign in to factor.ca to create a new project under the Projects tab.
2. Select a component.
3. Complete the Goals, Component Information, Public Funding, and Budget tabs for each component.
4. Validate each component and resolve any issues identified.
5. Submit your components.
6. Review the Applicant Agreement. (Actually read it! It is a binding legal document.) Click "Yes" to continue once you have read, understood, and agreed to the Applicant Agreement terms.
7. Congratulations! You've submitted your application.

If you have questions about this process,
contact your Project Coordinator.



ARTIST DEVELOPMENT PROGRAM

UP TO \$2,000 GRANT

**FACTOR FUNDS 75% OF YOUR TOTAL COSTS, SO TO
RECEIVE THE \$2,000, YOU MUST SPEND \$2,667.**

How it Works

General Artists and Artist 2 are eligible. All applications are assessed by a panel of independent Canadian music industry jurors.

Supports one year of artist development activities, including costs related to: sound recording, touring and showcasing, video production, and marketing and promotion.

Upon project completion, artists will submit one new, previously unreleased, professional quality sound recording.

How to apply

Applications to this program require the following elements:

- Artist Development Plan (template available on our website)
- One MP3 assessment track plus lyrics, if applicable
- A current Artist Biography (uploaded to your artist profile)

DEADLINES

Thursday May 26, 2016

Thursday September 29, 2016

Thursday January 26, 2017

Applications will take 8 – 12 weeks to be assessed.

Full program guidelines are available:

factor.ca/programs/artist-development/

JURIED SOUND RECORDING PROGRAM

GENERAL ARTISTS:

Up to \$25,000. \$10,000 max. can be spent in the Sound Recording component.

ARTIST 2:

Up to \$35,000. \$15,000 max. can be spent in the Sound Recording component.

FACTOR funds 75% of your total costs, so to receive the full amount, 25% of your total costs must come out of your own pocket. 75% of funding is a grant; 25% is a loan.

How it Works

General Artists and Artist 2 are eligible. All applications are assessed by a panel of independent Canadian music industry jurors.

Supports the recording, release, and promotional life cycle of a full-length sound recording.

Upon project completion, artists will submit one copy of the sound recording (tracks and artwork) to FACTOR.



How to apply

Applications to this program require the following elements:

- Description of Goals and Expected Results
- Recording start date
- Two MP3 assessment tracks
- Description of changes you wish to make to the assessment tracks if your project receives funding
- A detailed marketing plan
- A current Artist Biography (uploaded to your artist profile)

DEADLINES

Thursday May 26, 2016

Thursday September 29, 2016

Thursday January 26, 2017

Applications will take 8 - 12 weeks to be assessed.
Full program guidelines are available at:
factor.ca/programs/juried-sound-recording/

MARKETING & PROMOTION FOR NON-FACTOR-FUNDED SOUND RECORDINGS

Up to \$20,000 to be spent across Marketing, Showcase, Tour Support, and Video components, plus up to \$5,000 to be spent in the Radio Marketing component.

How it Works

Supports the marketing of a commercially released, full-length sound recording that has met one of the following criteria:

Category (genre)	Qualifying Sales Threshold
A Pop, rock, adult contemporary, alternative, Christian rock, hard rock	3500 units
B Country, roots, folk, blues, traditional, urban, hip hop, dance, electronica, soul/R&B	2000 units
C Aboriginal, world, classical, jazz, children's, specialized, punk, experimental, metal, reggae	1500 units
D AND / OR	Have a song in the top 40 of any BDS Radio Chart

Note: artists can apply to this program on their own behalf if they are not signed to a Canadian record label. If the album rights are licensed to a label, only the label can apply.



DEADLINES

Rolling

Applications will take 6 - 8 weeks to be assessed.
Full program guidelines are available at
factor.ca/programs/marketing-and-promotion-for-non-factor-funded-sound-recordings/

LIVE PERFORMANCE PROGRAM SHOWCASE COMPONENT

Up to \$5000 per artist, per year

*NOTE: ARTIST 2 AND ARTIST 3 CAN APPLY FOR TOUR
SUPPORT COMPONENT*

How it Works

This component supports travel costs for artists to play recognized showcases for targeted audiences of potential music industry partners like booking agents, managers and record labels (rather than for the general public).

To be eligible for the Showcase component, you must have an invitation to play an upcoming showcase and have:

- either a current release (released no more than 24 months before you submit your application) or
- an upcoming release (to be released within six months of the showcase date)
- a list of industry professionals with name, title, and company that you or your team have invited to the showcase

DEADLINES

Rolling

Applications will take 6 – 8 weeks to be assessed.

Full program guidelines are available at

factor.ca/programs/live-performance/

FACTOR

THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDINGS
WITH SUPPORT FROM CANADA'S PRIVATE RADIO BROADCASTERS

Canada

We acknowledge the financial support of the Government of Canada and of Canada's private radio broadcasters. Nous reconnaissons l'appui financier du gouvernement du Canada et des radiodiffuseurs privés du Canada.

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