



JURIED SOUND RECORDING: ALBUM

Program Guidelines

2024-2025

Program Intent

The Juried Sound Recording: Album program is intended to support the recording artist with their commercial career. The desired outcome is a budget that suits the specific project, as FACTOR understands this may vary depending on artist and genre.

Program Overview

1. This Juried Sound Recording: Album program provides funding toward the costs of production of an original full-length sound recording and contributes to the marketing and promotion of that [Sound Recording](#) under the [Marketing](#), [Tour Support](#), [Video](#), [Showcase](#), and [Radio Marketing](#) components.
2. Financial support is set at 50% of eligible expenses, all of which must support the sound recording, to a maximum reimbursement of \$67,500 throughout the 24-month term of the project.
3. Applications are assessed by a jury and FACTOR, which may take up to 8 weeks from the application deadline and may be affected by volume of applications and juror availability.
4. Funding for this program is provided by Canada's Private Radio Broadcasters and the Department of Canadian Heritage via the Canada Music Fund's Individual Initiatives component.

Application Deadlines

There is one deadline per FACTOR fiscal year for this program:

- **September 12, 2024, at 12:00pm Eastern Time**

Prior to each deadline, there will be a 45-day window during which applications to this program can be created, edited, and submitted. Incomplete applications will not be retained in the system after the window closes.

If you experience technical difficulties which prevent you from submitting your application, you must contact FACTOR by email, with accompanying screenshot illustrating the issue, prior to 12:00pm ET on the deadline date. An application cannot be re-submitted if a report is filed after the deadline.

Who Can Apply

- **Artists rated General and 2**
 - **Record labels rated Approved, 2, or 3 with an artist rated General or 2.**
 - **Record Labels in Mid-Tier Envelope.**
5. Other parties such as artist managers, producers, or music publishers may fill out the application on behalf of an artist; however, the artist must be the named Applicant.
 6. Applicants under 18 years of age must submit a signed [Parent or Legal Guardian Consent Form](#) when applying.
 7. Only the party that controls the Canadian commercial release rights and exclusive Canadian exploitation rights to the sound recording at the time of application may apply. Typically, this will be:
 - **A Canadian artist**, if the artist is "unsigned" or has not licensed the sound recording to another party. If the artist is a band that is not incorporated as a company, then an individual member of the artist band must be the Applicant. **You must have both an approved Artist Profile and an approved Applicant Profile to apply.**

- A **Canadian record label** that has already signed the artist, or has licensed the sound recording, or has an option to license the sound recording. If the artist owns the underlying copyright in the masters but has licensed the sound recording to a record label, the label must be the Applicant. **The record label must have an approved Applicant Profile and the Artist Profile must also be approved before the label can apply.**
8. An artist should be able to demonstrate recent market success and accelerating momentum in their career. The Additional Information section of the Artist Profile must be up to date at the time of application submission.
 9. Artists may only apply to only one juried program (Artist Development, JSR: Single/EP, and JSR: Album) within a fiscal year (April 1 – March 31).
 10. FACTOR allows only one open Artist program project at a time (Artist Development, JSR: Single/EP, JSR: Album, or Artist Entrepreneur).
 11. An Applicant may apply to one artist program (Artist Development, JSR: Single/EP, JSR: Album, or Artist Entrepreneur) per fiscal year (April 1 - March 31) and receive a maximum of three JSR projects (any combination of Single/EP and Album) in the lifetime of the program.
 12. Record label Applicants should note the following policies:
 - Recipients of Top-Tier Envelope Funding are ineligible,
 - Record label Applicants are expected to retain exclusive control of the Canadian exploitation rights in the funded album for at least two years after first commercial release, or termination of the General Agreement. See [Business Policies: Disposition of Masters](#).
 - A record label Applicant may not have more than two unreleased FACTOR-supported sound recordings in the JSR program at a time. If you have two projects funded under this program in progress, you may apply for funding for a third; however, funds for the third project will not be released until one of the approved projects is commercially released.
 - A record label Applicant may submit no more than two sound recording applications, per deadline, to the JSR program; the applications must be for different artists.
 13. Francophone artists who are recording primarily in French and primarily developing their careers in a French-language market are expected to apply to [Musicaction](#). Francophone artists may apply to program if the activities and eligible expenses related to the project are incurred in the development of English-language materials for the English-language market. However, they must meet eligibility as it pertains to the Musicaction Global Company Envelope and tour producers for any live/touring expenses. The intent is that there should not be any dual funding in those categories.

How to Apply

14. To fill out a JSR: Album application in the [FACTOR online system](#), you will first need a rated Artist Profile and Applicant Profile.
 - The **Artist Profile** provides details about the artist or group. Provide the mandatory information, then click the Request Review button.
 - The **Applicant Profile** provides the details of the person or party that enters a contract with FACTOR, will receive the funding, and will be incurring the costs. Once you've completed the profile, click the Request Review button.

Once you have submitted both profiles by clicking the Request Review buttons, they will automatically receive a provisional rating that allows you to apply for funding. You do not have to wait for the profiles to be reviewed by FACTOR before starting your JSR application, but the information will be verified prior to an offer of funding.
15. Go to the [How to Apply page on the FACTOR website](#) for step-by-step instructions on creating and sharing profiles, followed by how to submit an application.
16. FACTOR welcomes and encourages applications from people with disabilities. Please contact your Project Coordinator or [FACTOR Client Services](#) to discuss options for accommodations throughout the application process, as well as our [Application Accessibility Support Fund](#).

How This Program Works

17. There are six components to this program: [Sound Recording](#), [Marketing](#), [Radio Marketing](#), [Tour Support](#), [Showcase](#), and [Video](#). You should submit only the Sound Recording component when you first apply; you can apply for additional components after the project has been approved. Component expenses will be deemed eligible as of the date of application to the Sound Recording component. All JSR: Album applications must include the Sound Recording component and a minimum of two other components.
18. All JSR: Album applications must include the creation or licensing of a new, previously unreleased, qualifying album. JSR funding cannot be used to acquire or market a title that has already been commercially released.
19. This is a juried program, meaning that all eligible applications will be sent for evaluation to a FACTOR jury that will assess the commercial and artistic merit of the assessment tracks, the marketing plan and accompanying materials, and the project as a whole. Please see [Business Policies: Assessment Process – Juried Program](#).
20. If your application is successful, you must enter into a General Agreement which sets out the terms of the funding.
21. There is no minimum spend for any component outside of Sound Recording; you must incur a minimum of \$1,000 in costs in the Sound Recording component.
22. You must use the Sound Recording component funding to produce a qualifying album that meets the following requirements:
 - It is made up of at least six tracks with a total running time of more than 20 minutes of music, either packaged as one album, or as a [track equivalent album](#) (a series of singles or EPs that will be released within a 12-month period);
 - The underlying compositions and the recordings have never been commercially released. Covers of previously recorded compositions may be allowed if they have special creative merit as determined solely by FACTOR and approved in advance of the application being submitted; and
 - The album is by a Canadian artist and contains at least 50% music and lyrics written by Canadians. Please see [Business Policies: MAPL Certification](#) for details of exceptions for jazz and classical music.
23. Once your sound recording is approved, one may apply for further components. The Marketing component must be submitted within six months following the commercial release of the sound recording. The remaining component funding must be added within 24 months after the date of application for the Sound Recording. No extensions will be applied to the Last Date to Submit New Applications.
24. You may add multiple Marketing, Tour Support, Showcase, and Video components as is appropriate for your project's timeline, subject to the program limits. You must submit a budget and complete activity details each time you apply for a component of your project, describing the goals, expected results, and timelines for completing each component and the project as a whole. Tour components must support the Sound Recording.
25. After approval, changes to your project plan should be discussed with your Project Coordinator to ensure your proposed changes to activities or costs remain eligible. Changes to the proposed activities having a budget impact of greater than 20% of eligible costs must have FACTOR pre-approval.
26. When you apply for component funding under the JSR Program, you are subject to the component rules regarding eligibility and costs, **except as noted below**:
 - Expenses in the Marketing, Radio Marketing, Video, Showcase, and Tour components will be eligible from the date of initial Application for the Sound Recording.
 - You may apply for Tour Support as a component regardless of the artist rating. When applying for Tour Support as a component in this program, you do not need to show eight tour dates, but can apply for as few or as many as you prefer. The annual maximums for Tour Support and Showcase support apply across all programs. This means that if you apply for Tour Support within this JSR program, it will diminish the amount that can be requested by the artist in the Live Performance program (or any other program). See [Funding and Payments](#) for information on maximum amounts.
 - You may apply for Video as a component regardless of the artist rating. A maximum of \$20,000 in Video funding is available for General artists and Artist 2s per fiscal year, across all programs. This means that if you apply for Video support within this program, it will diminish the amount that can be requested in the Video program (or any other program).
27. The sound recording produced with this funding must be commercially released in Canada. You are expected to use best efforts to market the album in Canada and make it available to Canadian audiences.

28. FACTOR restricts the transfer of ownership and control of full-length sound recordings which it funds under its sound recording programs. Recipients of full-length sound recording funding are obliged, for a period of two years after commercial release, to notify FACTOR of their intention to sell, assign, license, or otherwise transfer the control of the sound recording to another party. FACTOR may require 100% of the funding to be repaid when the sound recording is transferred to a non-Canadian label (including major labels) or a Canadian-owned entity which is recipient of Company Envelope funding. Please see [Business Policies: Disposition of Masters](#) for more details.
29. **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](#).

How Applications are Assessed

30. The following information is **mandatory** in the application. Failure to provide this mandatory material will result in an application being rejected as ineligible:
- Project goals;
 - Genre;
 - Recording start date;
 - A detailed marketing plan for the proposed sound recording;
 - Demos for only two of the tracks you intend to record. These are called assessment tracks. Assessment tracks should:
 - Be new, recently recorded, original songs or compositions that have never been commercially released at the time of application. Jazz and classical artists may submit assessment tracks that are new arrangements of a work previously recorded and commercially released by another artist (e.g. standards, classical repertoire). Such assessment tracks may also have music and lyrics by non-Canadians; or they may be based on works in the public domain.
 - Be uploaded in MP3 format;
 - Meet MAPL requirements for Canadian content. See [Business Policies: MAPL Certification](#); and
 - Not be in French/have primarily French lyrics.
 - Lyrics (if any) to the assessment tracks;
 - A description of the changes you intend to make to the assessment tracks; and
 - Artist bio.

Important note: It is not possible for FACTOR to attach materials to an application once it has been submitted. It is your responsibility to ensure all mandatory documents have been uploaded prior to submitting the application.

31. You are invited to provide additional material that you feel enhances your application, such as letters of support, tour dates, photos, and links to videos. Up to five documents can be uploaded under Additional Information in the Component Information tab of the application.
32. The following information must be entered in the application, and will be required before an offer of funding can be approved:
- Detailed information for each track you intend to record. The album as a whole must meet FACTOR's MAPL requirements for Canadian Content. See [Business Policies: MAPL Certification](#); if the whole album as proposed does not meet those requirements, and you have not received an exception in advance from FACTOR, your project may be ineligible.
 - Commercial release information, including a proposed release date; and
 - Total request.
33. Assessment tracks are evaluated by an independent jury, accounting for 50% of the overall score (Songs/Vocals/Musicality). The remaining 50% is based on the artist's market activity and release plan. An artist should be able to demonstrate recent market success and accelerating momentum in their careers, with added consideration afforded to artists from equity-seeking groups.

Eligible Costs

34. Please see the [Component Guidelines](#) for the details of eligible and ineligible costs in each component.
35. Only costs identified by the Applicant in the application and approved by FACTOR will be deemed eligible.
36. Eligible costs must be:
- Incurring after the application has been submitted and paid before the final Completion deadline;
 - Bona fide costs paid out-of-pocket by the Applicant to providers that are not employed by or related parties to the Applicant; and
 - Paid to Canadians and Canadian owned and controlled companies, for goods and services delivered in Canada. Goods and services purchased from individual Canadians living outside of Canada or Canadian-owned businesses physically located outside of Canada are eligible costs.
37. **Ineligible costs** include, but are not limited to:
- Equipment purchases and purchases of capital assets;
 - Taxes that are subject to rebate to the recipient (such as VAT, HST);
 - Musicians' union dues, penalties, fines, pension contributions, and any other union-mandated payments;
 - CD, vinyl, or other music media manufacturing and duplication costs, except where allowed within the allowance for promotional, not-for sale costs.
 - Donated services for musicians' fees.
38. Where FACTOR allows eligible costs to be expended in-house, those costs must be charged, in FACTOR's sole opinion, at verifiable fair market value with no mark-up. For in-house services, the party providing the services must be in the business of, or professionally employed to provide such services. Likewise, allowable costs paid to related parties must also be charged at verifiable fair market value with no mark-up. Please see the [Component Guidelines](#) for details.
39. Unless otherwise explicitly allowed by FACTOR, in-house and/or related party transactions are capped at a maximum of 25% of the total eligible costs. Some exceptions may apply. Please see the [Component Guidelines](#) for details.
40. Costs must be verifiable with invoices, receipts, and proof of payment. Unless otherwise noted or explicitly allowed by FACTOR, proof of payment must be submitted upon Completion, as a condition of funding.
- Receipts must include: The name and address of the organization or individual who provided the goods or services;
 - The name of the individual who purchased the goods or service.
 - The goods or services purchased in detail, such as item description, quantity, unit price, extended price, additional charges and applicable taxes.
 - The transaction date (including the dates of service or delivery if applicable).
 - Examples of eligible proof of payment include cheque, email transfer, credit card, interbank transfer, wire transfer, and money orders.
41. **Musicians' fees** — where applicable, fees paid to musicians will be recognized as follows:
- For sound recording work, musicians' fees will be capped at a rate of \$400 per studio session, to a maximum of one session per track. The day rate includes overtime pay for the session, if any.
 - "Leader fees" paid to third-parties will be eligible at up to double the day rate, but only if the session is contracted pursuant to a musician's union contract, and that contract is submitted to FACTOR. Royalty players (i.e. the artist and its members) may not claim a leader fee to FACTOR.
 - For live performances, musicians' fees will be capped at a show rate of \$300 per show. The show rate includes all paid performances in one calendar day.
 - Cash payments to musicians may only be eligible for FACTOR reimbursement if they conform to the policy on Cash Payments set out above. For reimbursement by FACTOR, the musician's fee must be supported by an invoice from the musician to the Applicant, along with proof of payment showing the invoice was paid.
 - Per diems paid to musicians will be recognized in addition to the above rates, to a maximum of \$50 per person per day. Claims to FACTOR for reimbursement of per diems paid in cash must be accompanied by a [Receipt for Services form](#).

42. **Travel costs** — travel costs follow the rates specified in the [Government of Canada Travel Directive](#).
- Accommodations are eligible to a maximum of \$300 per room, per night. Other caps may apply—see [Business Policies: Eligible Costs - General Terms](#).
 - Flight costs at economy rate only.
 - No dollar value will be attributable to air miles, frequent flyer points or similar programs. However, FACTOR may recognize a cash fee charged by the points provider.
 - Applicants are urged to ensure that each person traveling is covered by trip cancellation, health/medical and accident insurance appropriate to the length and location of the visit to the country in which any funded travel occurs. If a trip or any portion thereof is canceled such that all or any portion of approved eligible costs is forfeit, the Applicant is required to recover the maximum amount available under its travel insurance. FACTOR will cover 50% of any remaining non-refundable costs.
43. In this program, FACTOR allows administration expenses to be included in the total eligible costs, capped at no more than 15% of total eligible costs. The current schedule of Administration Expenses is set out in [Schedule A of the Business Policies](#). The administration cap is intended to contribute to overhead costs such as occupancy, staffing, and other day-to-day costs of running a business, which costs cannot be claimed elsewhere in the budget. The administration expenses are required to be documented on Completion.
44. The administration fee is not required by FACTOR to be paid to a grant writer, administrator, or any other supplier. The amount and method of payment due to a grant writer or any other supplier is a matter of contract between the recipient and such supplier.
45. FACTOR reserves the right at all times to allow, disallow, or modify costs. It is advisable to discuss any significant changes to your budget before Completion. If you are uncertain about the eligibility of a cost, please contact FACTOR before incurring that cost. For a project and costs to remain eligible, Applicants must notify FACTOR immediately of any significant change to the original application or budget submitted. A significant change would be one that impacts more than 20% of the budget.

Funding and Payments

This program offers up to \$67,500 over the 24-month term of project for eligible Sound Recording, Marketing, Video, Radio Marketing, and Tour Support components. This can be used flexibly in different components but must include Sound Recording and a minimum of two other components. The funding can be used as follows:

- 50% of eligible Sound Recording expenses,
- 50% of eligible Marketing expenses,
- 50% of eligible Video expenses (up to \$20,000 fiscal cap),
- 100% of eligible Radio Marketing expenses (up to \$5,000 fiscal cap),
- 75% of eligible Tour expenses (up to \$30,000 fiscal cap)
- 75% of eligible Showcase expenses (up to \$7,500 fiscal cap)

Please note that Tour Support and Showcase funding are distributed via a calculated subsidy. See [Component Guidelines](#) for details.

46. Applicants to every FACTOR program must declare any other public funding received or expected to be received toward the same project costs they are claiming to FACTOR. FACTOR's contribution plus any other public funding cannot exceed 100% of the project's total eligible budget. See [Glossary: Public Funding](#).
47. To receive FACTOR funding, you must submit banking information for [direct deposit](#).
48. Please note that the funding received from JSR counts toward the Individual Initiatives portion of the annual funding cap. See [Glossary: Annual Funding Cap](#).
49. FACTOR may issue an advance payment of 50% of the approved funding request for one or more active components. The remainder of the funding for each component is paid out when its Completion has been received, reviewed and accepted by FACTOR. If a project has further active components, FACTOR may issue further advances after initial components have been completed.
50. FACTOR may award the full amount requested in the application but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed expenses, or based on the total amount of funding available, or for any other reason.

Project Completion

51. Please review the Component Guidelines for the detailed requirements of each component, as well as the [Completion Guide](#) for further instructions.
52. If approved, you will be given a Completion deadline to finish your recording. On or before that deadline, you must compile and organize all invoices, receipts, and proofs of payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must upload the Cost Report along with all related payment documentation, then complete and submit all other sections of the component Completion.
53. You will be given a Commercial Release Confirmation date on which you must email a finished digital copy of the sound recording, lyrics, artwork, and metadata to your Project Coordinator.
54. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
55. Remember, this funding covers 50% of the total eligible budget. For example, to receive \$10,000, you must have spent and be able to show receipts for at \$20,000 in expenditures.
56. **Logo and Acknowledgment Requirements:** You must acknowledge FACTOR on all physical and digital copies of the release, and/or wherever production credits for the track are listed, such as in the artwork and the metadata of the digital file. You must also provide the appropriate logo and acknowledgment on any press and marketing materials, promotional items, and audiovisual materials produced under this program. Please see [FACTOR's Logo and Acknowledgment Guide](#).
57. Applicants should retain all their invoices, receipts, and proofs of payment for seven years for FACTOR and Revenue Canada taxation purposes.



Sound Recording Component Guidelines 2024-2025

Eligible Artists

1. To be eligible for funding under the Sound Recording component across all programs, the artist must be Canadian.

Eligible Sound Recordings

2. Funding under the Sound Recording component must always be used to produce a qualifying album and, under some programs, to license an already produced but unreleased qualifying album. To be considered a qualifying album, the final sound recording must:
 - a. Be performed by a Canadian artist and meet FACTOR's MAPL criteria for Canadian content (see [Business Policies: MAPL Certification](#));
 - b. Be a full-length album or [track equivalent album](#) of at least six tracks, with at least 20 minutes of recorded material;
 - c. Be comprised of all new sound recording masters that, as of the date of application, have not been previously [Commercially Released](#); and
 - d. Have no more than 50% French lyrics. The lyrics may otherwise be in English or any language other than French. French-language sound recordings may be supported by [Musicaction](#).
3. It is a condition of funding in all full-length sound recording programs that the funded sound recording must be commercially released according to the terms of the General Agreement, subject to any extensions explicitly approved by FACTOR.
4. If you are working in a genre such as hip hop, dance, electronica, or reggae, and the music production involves samples, beats, riddims, dubplates, multiple producers, or guest artists, please see [the Specialized Information tip sheet](#) for more information regarding eligible projects and costs.

Eligible Costs - Sound Recordings

5. The eligible costs in this section are specific to the Sound Recording component. Please also review the Eligible Costs section in the [Program Guidelines](#) for the program under which you are applying. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
6. FACTOR funding under the Sound Recording component will cover 50% of the total eligible budget.
7. FACTOR will only recognize the costs which it deems eligible and will remove ineligible costs from the budget. The FACTOR contribution may be reduced accordingly. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
8. Sound Recording component funding can be used to pay for the cost of recording and producing a high-quality qualifying album. Eligible costs can include:
 - Studio time,
 - Hiring an engineer, producer and musicians,
 - Renting recording equipment,
 - Mixing and mastering, and
 - Graphic design for album artwork,
 - Distribution costs, including fees and set-up costs.
9. Ineligible costs for sound recordings include, but are not limited to:
 - a. Most expenses paid for in cash (see [Business Policies: Cash Payments](#));
 - b. Duplication and manufacturing expenses;
 - c. Management and legal fees;

- d. Purchases of equipment, musical instruments and related supplies;
 - e. Transportation, per diem, food, hotel and hospitality expenses for local recording activities. These costs may be considered for out-of-town personnel (i.e. personnel based more than 300 km/3 hours ground travel from artist's home city). When approved by FACTOR, per diems for out-of-town personnel are capped at \$50/day.
 - f. Any [in-kind or donated services](#);
 - g. Fees and expenses for non-Canadian musicians and personnel (except as noted for members of the artist group);
 - h. Mechanical royalties and associated costs; and
 - i. Vocal lessons and instrument training.
10. Costs must be paid to Canadian companies located in Canada or paid to Canadian citizens/permanent residents for work performed within Canada. (See [Business Policies: Eligible Costs – General Terms](#)).
 11. **Recording outside of Canada:** If you intend to record outside of Canada, you are encouraged to discuss it with your Project Coordinator in advance of making an application and provide a thorough explanation in your application. If approved, FACTOR may allow artist fees, travel costs and per diems for Canadian musicians (including non-Canadian artist members) and personnel traveling outside of Canada, on a case-by-case basis.
 12. **Bringing a non-Canadian producer to Canada:** FACTOR may allow the costs of a non-Canadian producer coming to work in a Canadian recording studio located in Canada, provided that the majority of tracking and production occurs in Canada in a Canadian studio. Such costs may include travel, accommodation and producer fees. If you intend to request non-Canadian costs, you are encouraged to discuss it with your Project Coordinator in advance of making an application and provide a thorough explanation in your application.
 13. FACTOR will not recognize any costs related to songwriting or composition of music and lyrics, or any other costs related to the underlying copyrights in the compositions. Arranger fees may be recognized when they are paid to a third party (not the Artist) who is hired on a fee-for-service basis to create an arrangement specifically for the funded sound recording and where that arranger does not have ownership in any of the resulting copyrights.
 14. Pre-production costs, such as rehearsal space fees or rentals, must be paid to third parties and may not exceed 25% of eligible costs in the Sound Recording component. FACTOR does not recognize any in-house costs for pre-production. Please note that FACTOR will only recognize pre-production costs incurred after the date of application.
 15. Producer fees for projects produced by related parties will be capped to 25% of total eligible costs and a maximum producer fee of \$20,000/FACTOR contribution of \$10,000. For example: where the Applicant is a record label and the producer is an owner of the record label, FACTOR will contribute a maximum of \$10,000 to the producer fee.
 16. Session musicians' rates will be recognized at the maximums set out in the [Program Guidelines](#) under Eligible Costs.
 17. FACTOR will recognize a maximum number of sessions per musician equal to the number of tracks on the final project (i.e. one track equals one session).
 18. In-house and/or related party transactions are capped at a maximum of 25% of the total eligible costs. Applicants must disclose all in-house, related party and non-arm's length transactions in the Expense Details section of both the Application Budget and Completion Cost Report.
 19. **Self-Production Allowance:** recognizes artist members who complete production work on the sound recording. To claim a Self-Production Allowance as an eligible cost in the budget:
 - a. The artist, not a record label, must be the Applicant for the project; and
 - b. Artist members must complete all tracking, including their own engineering.
 20. The Self-Production Allowance is an in-house expense calculated as up to \$500 per track for a maximum of 10 tracks (\$5,000 maximum per project). The allowance covers studio rental, tracking, mixing, and mastering provided by the artist. Note that when the artist is the Applicant for the project, an artist's producer fee is ineligible.
 21. The eligible Self-Production Allowance costs are reduced by:
 - a. Third-party studio rental fees,
 - b. Third-party mixing fees, and
 - c. The in-house expense limit of 25% of total eligible costs for the sound recording component. Note that the final Self-Production Allowance is an in-house expense.

Tip: To find the amount of in-house expenses the applicant can claim, add up the total eligible third-party expenses and divide that number by 3. The result is the total allowable in-house amount. To qualify for the full \$5,000 Self-Production Allowance, you must have a minimum of \$15,000 in eligible third-party expenses.

22. If the reductions bring the Self-Production Allowance to zero, then no Self-Production Allowance will be available, but all third-party costs will be allowed (subject to the [Program Guidelines](#)).
23. Artists may claim the Self-Production Allowance and third-party producer fees and mastering fees.
24. Production costs for tracks exceeding the Self-Production Allowance maximum of 10 can be claimed separately if completed by a third-party provider.
25. [The Sound Recording Cost Report](#) includes a Self-Production Allowance tab to guide you through claiming the allowance upon completion.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

26. Applicants must compile and organize all invoices, receipts, and proofs of payment; then enter the amounts being claimed into the FACTOR Cost Report, which can be downloaded from the Budget page of the Completion. Applicants must upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information and Public Funding).
27. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
28. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.
29. In addition to the program completion requirements, to complete the Sound Recording component the Applicant must:
 - a. Submit a copy of the finished sound recording in MP3 format, along with lyrics, songwriting, and production credits. MP3s should be uploaded to the Component Information section of the Completion. See [Business Policies: Completions and Delivery of Completion Documentation](#) for details;
 - b. Upload a copy of the album artwork. This should be the finished graphics for the commercial release, and must include the required acknowledgement and logo(s);
 - c. Submit a [Supplier's Declaration and Undertaking](#) signed by the producer of the sound recording;
 - d. Submit a Studio Work Log for each production studio involved in the project. You may use the [FACTOR Studio Work Log Template](#), or any form of studio log as long as it includes: Studio Name, Studio Address, Recording Date(s), Start and End Time(s), a description of the work done, Artist Signature, Studio/Producer/Engineer Signature;
 - e. Complete the product submission of the commercially released album. After completion and no later than 30 days after commercial release of the funded sound recording (the product submission deadline) you must deliver to FACTOR via email, a link to your commercially release sound recording (i.e. Spotify, Apple Music) and a digital copy of the final, as-released album artwork clearly showing the required logos and acknowledgments (i.e. FACTOR logo and acknowledgement text, Canada wordmark, Government of Canada acknowledgement).



Marketing Component Guidelines 2024-2025

Eligible Activities

1. The Marketing component funding supports a range of activities in the marketing and promotion of a FACTOR-funded qualifying album.
2. To be considered a qualifying album, the sound recording must:
 - Be performed by a Canadian artist and meet FACTOR's MAPL criteria for Canadian content (see [Business Policies: MAPL Certification](#));
 - Be made up of at least six tracks with a total running time of more than 20 minutes of music, either packaged as one album, or as a [track equivalent album](#) (a series of singles or EPs that will be released within a 12-month period);
 - Consist of all new, previously unreleased sound recording masters; and
 - Have no more than 50% French lyrics. The lyrics may otherwise be in English or any language other than French. French-language sound recordings may be supported by [Musicaction](#).
3. Typical marketing activities funded under this component include (but are not limited to):
 - Advertising and publicity campaigns in print, TV, radio, and online media;
 - Digital and social media marketing initiatives;
 - Promotional appearances by the artist;
 - Production expenses related to an album release party (excluding hospitality costs).
4. Non-promotional live appearances, the production of video content, and commercial radio advertising are funded under the [Tour Support](#), [Video](#), and [Radio Marketing](#) components, respectively.
5. You are obligated as a condition of funding to include appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for instructions. Failure to provide appropriate logos and acknowledgment could result in a loss of some or all funding.

Eligible Costs - Marketing

6. The eligible costs in this section are specific to the Marketing component. Please also review the Eligible Costs section in the [Program Guidelines](#).
7. FACTOR funding under the Marketing component will cover 50% of the total eligible budget, to the program maximum.
8. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
9. Marketing funding is used to pay for the cost of marketing initiatives that are specific to the artist and approved qualifying album. Eligible costs can include, for example, publicity, radio tracking, print, radio and TV advertising, development of web assets, and digital and social marketing initiatives. The following expenses are eligible:
 - a. Printed materials including posters, handbills, and banners without limit as to number of units or cost;
 - b. The cost of manufacturing or purchasing promotional CDs, vinyl LPs, dropcards, USB keys, or any other sound recording media format at a maximum aggregate number of 500 units. Manufacturing receipts or account statements from the label or distributor showing the cost must be provided at Completion to claim promotional items;
 - c. Other promotional merchandise, such as t-shirts, buttons, and other soft goods, at cost. Manufacturing or purchase receipts showing the cost must be provided at Completion to claim all promotional items;
 - d. Ongoing web maintenance costs (such as page re-design, updating content, programming, domain and hosting fees) that are artist-specific at a maximum of \$1,000 per month;
 - e. A Luminate subscription if it is artist-specific (such as title reports, venue settlement);

- f. Costs incurred by a third-party distributor and charged back to the recipient's account, provided that the recipient submits (a) an itemized list of expenses incurred, along with a detailed accounting of the charge-backs (supplier name, invoice date, invoice number, dollar amount, purpose of item) and (b) if requested by FACTOR, all of the required delivery materials and supporting documentation that would be demanded of the Recipient as if it had incurred those costs out-of-pocket, such as invoices, receipts, and proofs of payment;
 - g. Graphic design for digital or print assets, merchandise, and promotional materials;
 - h. Fees associated with song remixes; and
 - i. Marketing consultants contracted to plan and execute a marketing campaign.
10. In-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In addition:
- a. When the Applicant is a record label, personnel and salary costs for existing employees and contractors of the company working on the approved sound recording project will be accepted as eligible costs and not capped as in-house costs provided that the services are directly in support of the sound recording project and fall into the category of: marketing, publicity/PR, social media, digital marketing, graphic design and artwork, and new website design and development (not web maintenance). All such claims must be supported by a detailed [Employee Time Allocation Form](#). FACTOR may at its option request additional information including the employment agreement and/or job description; and
 - b. Artist members may provide services including those set out above; however, artist member fees for any work other than graphic design, artwork, or photography will be capped at 25% of total eligible costs.
11. Ineligible costs include:
- a. Costs which are not artist-specific, such as general company wages, services, supplies, and any other company overhead core cost or expense;
 - b. Any costs for initiatives previously claimed within another FACTOR supported project;
 - c. Contest prizes, unless they meet the definition of "promotional merchandise" set out above;
 - d. Costs associated with applications for prize or award nominations;
 - e. Donated services;
 - f. Ticket buys;
 - g. Artist management fees;
 - h. Distribution set-up fees; and
 - i. Memberships to music organizations (e.g. CIMA, provincial or territorial Music Industry Associations).

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

- 12. Applicants must compile and organize all invoices, receipts and proofs of payment; then enter the amounts being claimed into the FACTOR Cost Report, which can be downloaded from the Budget page of the Completion. Applicants must upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, Public Funding).
- 13. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
- 14. Logo and Acknowledgment Requirements: all recipients of funding from this component must acknowledge FACTOR on all physical and digital materials, all press releases and promotional material funded by this component, and on the artist's website. See [FACTOR's Logo and Acknowledgment Guide](#).



Tour Support Component Guidelines 2024-2025

Eligible Artists

1. To be eligible for funding under the Tour Support component across all programs, the artist must be Canadian. To be eligible in the Live Performance program, the artist must be rated 2 or 3. General artists who have a full-length FACTOR-funded sound recording project in progress can apply for tour funding by adding a Tour Support component to that project.
2. Artists eligible for support from the Radio Starmaker Fund (RSF) are eligible for Tour Support funding; however, FACTOR will not fund the same tour dates nor the same expenses as RSF. Therefore, you may only apply to FACTOR for non-RSF-funded tour dates. In addition, in the event of an oversubscription to the Live Performance program, FACTOR will give priority to applications from those artists who are ineligible to apply to RSF.

Funding Limits

3. The funding limits for the Tour Support component are as follows:
 - Artist 3: **\$35,000**, of which a maximum of \$20,000 can be spent on domestic touring and up to the full \$35,000 can be spent on international touring.
 - Artist 2 and General (as a component of a sound recording project): **\$30,000**, of which a maximum of \$15,000 can be spent on domestic touring and up to the full \$30,000 can be spent on international touring.

These limits apply across all programs. This means that regardless of what program you apply under, or which Applicant applies, the amount of Tour Support funding available for the artist will not exceed the above limits in each FACTOR fiscal year. The [Remote Communities Allowance](#) will not count toward the annual limit.

Eligible Tours

4. A tour date is a calendar date on which the artist is contracted to publicly perform during a tour. A tour date must be contracted and paid in some form of cash consideration, such as a guaranteed fee or a share of revenues, or a combination of both. The tour date must be able to be verified with proof of performance upon Completion. All performances taking place during one calendar day constitute one tour date.
5. When the Tour Support component is part of a sound recording program, there is no minimum number of tour dates that constitute a tour, and no limitation in the number of tour dates that are home shows, school shows, or return engagements. Tour components must support the Sound Recording
6. If the performance fees for the tour result in an average exceeding \$10,000 per paid performance, the tour is not eligible for FACTOR support. Unpaid dates will not be included in the calculation when determining the average performance fee. Do not exclude unpaid dates from your tour when applying.
7. "Residencies" (where the artist performs in the same venue on more than two consecutive nights, or on the same night in more than two consecutive weeks) are ineligible for Tour Support in all programs.
8. In the application, the Applicant must provide notes on their Goals and Expected Results, including a description of the tour, the artist's commercial history, notable successes, and current opportunities in the territory being toured, along with confirmation that the tour dates have been booked. Such confirmation could include a performance contract, the booking agent's itinerary, or an email from the venue or promoter that the tour date is confirmed. These confirmations should include the date, city, venue, capacity, set length and contracted performance fee.

Eligible Costs – Tour Support

9. The costs set out here are specific to the Tour Support component. Please also review Eligible Costs in the [Program Guidelines](#). Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
10. Funding under the Tour Support component will equal the lesser of (i) the final subsidy calculation, or (ii) 75% of the total eligible budget; to the program maximum.
11. Tour Support funding is calculated as a flat rate per eligible tour date (the “Total Subsidy”), the base rate of which is based on the number of eligible travelers, with additional amounts for the distance traveled and the venue capacity. Venue capacity must be verifiable.
12. An eligible traveler is a person who:
 - a. Is a credited, full-time member of the artist group; or
 - b. Is a hired musician or eligible crew member whose paid services have been engaged by the artist for the duration of the tour;
 - c. Is not receiving funding to attend the tour under the [Business Travel component](#); and
 - d. Has been approved by FACTOR as an eligible cost.
13. A hired musician is a musician who is hired to provide their services on a contracted, project basis, in exchange for wages. If claimed as an eligible cost, the hired musician must be Canadian, unless otherwise approved by FACTOR. A full-time member of the artist group, or an eligible crew member, cannot also be claimed as a hired musician.
14. An eligible crew member is a person hired by the artist for a tour to provide only the services of tour manager, driver, road/equipment technician, lighting technician, sound mixer, merchandise seller, photographer/ social media manager, or childcare support hired to care for the artist’s children, or a combination of the foregoing, in exchange for wages. If claimed in the final Completion budget, eligible crew must travel with the artist for all or a substantial portion of the tour. Eligible crew must be Canadian unless otherwise approved by FACTOR. A full-time member of the artist group, or a hired musician, cannot also be claimed as an eligible crew member.
15. A signed agreement or deal memo for hired musicians and eligible crew must be submitted on application. It should set out at a minimum the names of the contracting parties, a description of the services to be provided, the rate of pay, and the dates for which the person is being hired. A [Sample Deal Memo](#) is available on the FACTOR website.
16. The tour subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart below:

Tour Date	A = Base Rate	B = Territory	C = Venue Capacity	D = Subsidy per Tour Date
First Tour Date	Add up the eligible travelers. The result equals A. First eligible traveler = \$200 Each additional eligible traveler = add \$75 To a max. of 8 eligible travelers	Multiply A using these rates. The result equals B. Canada = 0 US = x 50% UK/Europe = x 80% Rest of World = x 140%	Multiply (total of A+B) using these rates. The result equals C. Under 200 = 0 200 - 349 = x 25% 350 - 499 = x 40% 500+/-major festivals = x 50%	A+B+C=D
For each Tour Date	Do as above	Do as above	Do as above	Do as above
			Then calculate the sum of column D.	THE SUM OF THIS COLUMN IS THE TOTAL SUBSIDY

17. Although Tour Support funding is calculated as a subsidy, you may be asked to submit a final budget on Completion. FACTOR will only recognize and reimburse up to 75% of the eligible costs in your budget. If you claim costs that are ineligible, FACTOR will remove them from the budget and your subsidy may be reduced accordingly. If you have any questions about the eligibility of a cost, please contact FACTOR in advance.
18. **Remote Communities Allowance:** You may claim an additional airfare subsidy for any eligible travelers who reside in Canada in a Remote Community and who must fly out to work on the tour as follows:
- “Remote Community” means the home is more than 300 kms or 3 hours’ ground travel from the following international airports: Toronto, Detroit, Vancouver, Montreal, Calgary, Edmonton, Ottawa, Winnipeg, Halifax, Victoria, Kelowna/Okanagan Valley, Quebec City, St. John’s, Saskatoon, or Regina.
 - Generally, the additional subsidy only applies when the eligible costs include airfare for the eligible traveler to fly from the international airport nearest their home at the start of the showcase, and returning to that same airport, or another of the listed airports, at the end of the tour. FACTOR may allow exceptions if flying out of the closest international airport is not geographically or financially efficient. Please contact your Project Coordinator to discuss.
 - The subsidy will be added as one lump sum per each traveler per tour on top of the calculated subsidy. The Allowance amounts are:

Alberta - \$300	Northwest Territories - \$800	Quebec - \$300
British Columbia - \$300	Nova Scotia - \$300	Saskatchewan - \$300
Manitoba - \$300	Nunavut - \$1,000	Yukon Territory - \$800
New Brunswick - \$300	Ontario - \$600	
Newfoundland & Labrador - \$600	Prince Edward Island - \$300	

- The Remote Communities Allowance will not count toward the artist’s annual funding limit. However, it will count towards the final calculation of the offer amount.
19. Eligible costs for tours include:
- Artist and hired musician fees to a maximum of \$300 per performance (or \$300 per day if the artist performs more than once in a day). When the Applicant is the artist, FACTOR will recognize donated services for artist members to a maximum of \$150 per artist member per day. Donated services in total cannot exceed 25% of total eligible costs. Please see [Business Policies: Donated Services](#);
 - Travel fares, registration and accommodation expenses that are booked and paid before submission of the tour application, provided that those costs must be clearly connected to the tour;
 - Per diems to a maximum of the number of days on the tour (including travel days) plus two days before the first tour date and two days after the last tour date. Per diems are recognized to a maximum of \$50 per person per calendar day;
 - Vehicle costs and airfare;
 - Basic vehicle maintenance costs resulting from tour travel, such as oil changes. FACTOR reviews these costs on a case-by-case basis, and the dates of the costs must be consistent with the dates of the tour;
 - Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.70/km. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. A [Vehicle Log](#) is available on the FACTOR website;
 - Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
 - Fees related to obtaining a visa for an applicable touring market;
 - Pre-tour expenses, such as rehearsal time, capped at 15% of total eligible costs;
 - Musical supplies subject to normal wear and tear, such as guitar strings, drum skins, and batteries, up to a maximum of 10% of the total cost of the purchase. Date of the purchase receipt must be consistent with the date of the tour;
 - Printed materials, such as handbills, posters, banners etc., capped at \$400;
 - Costs of designing, manufacturing and producing items of non-music merchandise sold on the tour (e.g. t-shirts, tote bags). For non-Canadian tours, the costs of non-music merchandise items manufactured outside of Canada may be eligible. Manufacturing receipts or account statements from label or distributor showing the per-unit cost must be provided at Completion to claim these costs;
 - The costs of not-for-sale promotional CDs, vinyl, and dropcards to an aggregate maximum of 500 units. Manufacturing receipts or account statements from label or distributor showing the per-unit and total cost must be provided at Completion to claim these costs;

- n. Third-party artist management fees and commissions up to 20% of verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost; and
 - o. Third-party booking agency fees and commissions up to 20% of negotiated and verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost.
20. Ineligible costs for tours include but are not limited to:
- a. Any expenses related to personally-owned vehicles outside of mileage allowance;
 - b. Repairs to a rental vehicle;
 - c. Capital purchases of musical instruments and equipment;
 - d. Office rent, office staff wages, and the rental and purchase of office equipment, and any other kind of company overhead charge;
 - e. Any costs related to a person who is receiving funding to attend any or all the tour dates under the [Business Travel component](#). Such persons cannot be claimed as eligible travelers for the purposes of the subsidy calculation;
 - f. AFM/CFM dues;
 - g. Donated services except as described above;
 - h. Booking and/or management fees where the Applicant is self-booking and/or self-managing; and
 - i. Any expenses such as hotel rooms, advertising, equipment and personnel costs paid for by the promoter and then deducted from gross ticket revenue prior to the split point (i.e. the calculation of the artist's revenue share, if any). These are deemed by FACTOR to be promoter's costs and are not eligible for FACTOR reimbursement.
21. Eligible costs are those paid to the Canadian Applicant entity. Eligible crew must be Canadian unless otherwise approved by FACTOR. FACTOR may make an exception if the cost of hiring non-Canadian musicians and tour personnel who are resident in the territory being toured is significantly more cost effective; however, this must be approved in advance by FACTOR.
22. In-house costs are allowed in this component. In-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In any event, artist members' performance fees will not count towards the in-house cap.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

23. For Tour components a cost report and supporting expense documentation do not need to be submitted upon Completion. However, FACTOR reserves the right to request this information and perform a full or partial audit after reviewing the Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure that you keep invoices, receipts, and proofs of payment for eligible costs.
24. Recipients must still complete and submit all other sections of the Completion (including Results, Component Information and Public Funding). In addition, to complete the component and receive the final payment (if any), recipients must:
- a. Submit proof of performance that each performance took place and was performed as contracted. As proof of performance, FACTOR will accept a copy of the promoter's settlement sheet or the booking agency's final statement. These must indicate the date, city, and venue and indicate the final payment received. Tour itineraries, posters and print ads will not be accepted as proof of performance; however, FACTOR may accept ticket stubs or media reviews on a case-by-case basis; and
 - b. If there is a change of personnel, you must indicate those changes in the Eligible Travelers tables in the Component Information section of your Completion and provide an explanation of the changes in the "variance" box within that section. You must also submit corresponding agreements for any new eligible travelers.
25. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
26. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all your funding.



Video Component Guidelines 2024-2025

Eligible Artists

1. To qualify for the Video component in all programs, the artist must:
 - Be Canadian; and
 - Not be signed under an exclusive artist recording agreement to a non-Canadian label for Canada, nor may the sound recording for the proposed video be directly licensed to a non-Canadian label for Canada.

Funding Limits

2. The funding limits for the Video component are as follows:
 - Artist 2 and General*: \$20,000 per FACTOR fiscal year, across all programs; and
 - Artist 3: \$30,000 per FACTOR fiscal year, across all programs.

*Note: The Video component is only available to General artists through Juried Sound Recording programs.

3. FACTOR funding under the Video component for all programs is up to 50% of the total eligible budget.

Eligible Videos

4. The Video component funds the production of high-quality music videos and visual content that supports sound recordings by Canadian artists. Examples of eligible materials and activities include:
 - a. Traditional music videos (i.e. for a single track from a qualifying album)
 - b. Promotional videos
 - i. Documentary or “behind-the-scenes” vignettes
 - ii. Album or tour trailers
 - iii. Electronic Press Kits
 - iv. Other promotional video media intended for online distribution
 - c. Pre-recorded live performance videos
 - d. Lyric videos
 - e. Visual albums (i.e. a single, self-contained video that incorporates two or more tracks from a qualifying album)
 - f. Interactive videos
 - g. Live streaming of performances or other marketing activities
5. The company or individual engaged to create the video content produced within this component must be Canadian. Exceptions may be made for non-Canadian companies that are working within Canada. These cases must be discussed with FACTOR prior to applying.
6. Applicants must submit a production plan and video treatment that outlines the creative direction of the video content, including notes on script, action, and “look and feel”, where applicable. If the video treatment provided upon application does not comply with FACTOR’s policies regarding Offensive Material the application will be rejected.
7. FACTOR must be recognized in the end credits, including the FACTOR logo, acknowledgments, and the Canada wordmark. This includes all digital and physical copies of the video wherever production credits for the track may be listed, even if the video content is being licensed, co-produced, shared, or released outside of Canada by a third party. Read the [Logo and Acknowledgment Guide](#) for the proper formatting as this may affect your funding.
8. The funded video must be commercially released no later than three months after Completion.

9. As a condition of funding, FACTOR reserves the right to use all or a portion of the funded video(s) for FACTOR's own promotional purposes.

Eligible Costs – Video

10. Funding in a Video component must be used to pay for the cost of producing video-based marketing materials, such as hiring a producer, videographer, video editor, production personnel and talent, rental equipment and facilities, and post-production.
11. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. Consult the [Business Policies: Eligible Costs – General Terms](#). If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
12. Costs must be paid to Canadian companies located in Canada or paid to Canadian citizens/permanent residents for work performed within Canada. However, if the production is taking place outside of Canada, FACTOR may allow costs related to Canadian personnel traveling to work on the video production in a non-Canadian location, such as airfare, hotels, salaries, and per diems. If you intend to request non-Canadian costs in your application budget, you must discuss it with FACTOR in advance and provide a thorough explanation in your application if approved by your Project Coordinator.
13. If a production company is used and charges an “all-inclusive” fee, a copy of their itemized cost breakdown (“top sheet”) listing all in-house and sub-contractors costs is required when submitting your Completion to FACTOR. FACTOR reserves the right to audit any of the costs included in that all-inclusive fee, and to reject any costs it deems ineligible. It is advisable to inform the production company of this rule ahead of time, so that proper documentation can be provided when requested by FACTOR.
14. In-house and related party transactions are subject to FACTOR approval and capped at a maximum of 25% of the total eligible costs.
15. **Ineligible costs** for Video include:
 - a. Non-Canadian producer fees and related costs;
 - b. Non-Canadian production costs such as equipment rentals, facilities fees, and costs related to non-Canadian talent unless pre-approved by FACTOR;
 - c. All in-kind and donated services;
 - d. Artist member performance fees; and
 - e. Grant writing, grant administration, and grant management services.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

16. Applicants must compile and organize all invoices, receipts, and proofs of payment; then enter the amounts being claimed into the FACTOR Cost Report, which can be downloaded from the Budget page of the Completion. Applicants must upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, and Public Funding).
17. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
18. In addition to the program Completion requirements, to complete the Video component the Applicant must:
 - a. Submit a permanent link to streaming copy of the video(s) (e.g. YouTube, Vimeo, artist's website); and
 - b. Submit a [Supplier's Declaration and Under taking](#) signed by each video producer.



Showcase Component Guidelines 2024-2025

Eligible Artists

1. To be eligible for funding under the Showcase component across all programs, the artist must be Canadian.
2. Artists eligible for support from the Radio Starmaker Fund (RSF) are eligible for Showcase funding; however, FACTOR will not fund the same showcase dates nor the same expenses as RSF. Therefore, you may only apply to FACTOR for non-RSF-funded showcase dates.

Funding Limits

3. The funding limit for the Showcase component is **\$7,500 per artist** of which a maximum of \$5,000 can be spent on domestic showcasing and up to the full \$7,500 on international showcasing, across all programs. This means that regardless of what program you apply under, or which Applicant applies, the amount of Showcase funding available for the artist will not exceed \$7,500 in each FACTOR fiscal year. The [Remote Communities Allowance](#) will not count toward the annual limit.

Eligible Showcases

4. Applicants must apply at the latest one calendar day in advance of the showcase date and no earlier than six months in advance of the showcase.
5. A sample list of [Eligible Showcase events](#) is available on the FACTOR website. This is not an exhaustive list of eligible events; if your event is not on the list and you believe it is eligible as per the policy below, contact your Project Coordinator before applying. You will be asked to provide supporting documentation about the nature of the event and why it should be recognized.
6. Showcase confirmation (such as an official invitation or a performance contract) must be included with your application.
7. FACTOR defines a showcase as a performance for a target audience of music industry professionals more so than the general public. Eligible showcases are often part of a larger music industry event or conference. The event organizer's goal for the showcase must be to provide an opportunity for artists to attract the interest of potential industry partners, such as booking agents, managers, and record labels. The showcase must be organized and presented by a party that is unrelated to the artist. The artist must be invited by the event organizers to showcase either through a curation process that is open to the public, or by invitation along with other artists who are unrelated (for example, not signed to the same label or manager).
8. A showcase is deemed ineligible when organized by the artist's own record label, publisher, manager, entity which has business ties to the artist, or other music business that features only artists represented by the organizer.
9. Each Showcase component within an application can cover multiple performances at any one showcase event. For clarity, if the artist is invited to showcase at an event and performs three times while there, that is one showcase and equals one subsidized date, not three.
10. Each showcase must take place at least 300kms or 3 hours' drive away from the artist's home city. If the artist members live in different cities, then the showcase location must be least 300 kms or 3 hours' drive away from the city where half or more of the artist members live.
11. Applicants must provide specific details as to the strategic merits of the showcase in the Goals section of the application. You must upload a list of industry personnel whom you have invited to the showcase, including their name, title, and company.

Eligible Costs – Showcase

12. The costs set out here are specific to the Showcase component. Please also review Eligible Costs in the [Program Guidelines](#). Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an application to ensure eligibility of the proposed costs.
13. Funding under the Showcase component will equal the lesser of (i) the approved offer, (ii) the final subsidy calculation plus administration fee, or (iii) 75% of the total eligible budget; to the program maximum.
14. Showcase component funding is calculated as a flat rate per eligible Showcase (the “Total Subsidy”), the base rate of which is based on the number of eligible travelers, with additional amounts for the distance traveled.
15. An eligible traveler is a person who:
 - a. Is a credited, full-time member of the artist group; or
 - b. Is a hired musician or eligible crew member whose paid services have been engaged by the artist for the duration of the showcase;
 - c. Is not receiving funding to attend the showcase under the [Business Travel component](#); and
 - d. Has been approved by FACTOR as an eligible cost.
16. A hired musician is a musician who is hired to provide their services on a contracted, project basis, in exchange for wages. If claimed as an eligible cost, the hired musician must be Canadian, unless otherwise approved by FACTOR. A full-time member of the artist group, or an eligible crew member, cannot also be claimed as a hired musician.
17. An eligible crew member is a person hired by the artist for a showcase to provide only the services of tour manager, driver, road/equipment technician, lighting technician, sound mixer, merchandise seller, or childcare support hired to care for the artist’s children, or a combination of the foregoing, in exchange for wages. If claimed in the final Completion budget, eligible crew must travel with the artist for all or a substantial portion of the showcase. Eligible crew must be Canadian unless otherwise approved by FACTOR. A full-time member of the artist group, or a hired musician, cannot also be claimed as an eligible crew member.
18. A signed agreement for hired musicians and eligible crew must be submitted on application. It should set out at a minimum the names of the contracting parties, a description of the services to be provided, the rate of pay, and the dates for which the person is being hired.
19. The showcase subsidy will calculate automatically when you apply in the online system. For reference, see the rates in the chart below.

Showcase	A = Base Rate	B = Territory	C = Subsidy per Showcase
For each showcase	Add up the eligible travelers. The result equals A. First eligible traveler = \$800 Each additional eligible traveler = add \$100 To a max. of 8 eligible travelers	Multiply A using these rates. The result equals B. Canada = 0 US = x 50% UK/Europe = x 80% Rest of World = x 140%	A+B = C

20. Although the Showcase funding is calculated as a subsidy, you may be asked to submit a final budget on Completion. FACTOR will only recognize and reimburse up to 75% of the eligible costs in your budget. If you claim costs that are ineligible, FACTOR will remove them from the budget and your subsidy may be reduced accordingly. If you have any questions about the eligibility of a cost, please contact FACTOR in advance.
21. [Remote Communities Allowance](#): You may claim an additional airfare subsidy for any eligible travelers who reside in Canada in a Remote Community and who must fly out to work on the showcase as follows:
 - a. “Remote Community” means the home is more than 300 kms or 3 hours’ ground travel from the following international airports: Toronto, Detroit, Vancouver, Montreal, Calgary, Edmonton, Ottawa, Winnipeg, Halifax, Victoria, Kelowna/Okanagan Valley, Quebec City, St. John’s, Saskatoon, or Regina.

- b. Generally, the additional subsidy only applies when the eligible costs include airfare for the eligible traveler to fly from the international airport nearest their home at the start of the showcase, and returning to that same airport, or another of the listed airports, at the end of the tour. FACTOR may allow exceptions if flying out of the closest international airport is not geographically or financially efficient. Please contact your Project Coordinator to discuss.
- c. The subsidy will be added as one lump sum per each traveler per tour on top of the calculated subsidy. The Allowance amounts are:

Alberta - \$300	Northwest Territories - \$800	Quebec - \$300
British Columbia - \$300	Nova Scotia - \$300	Saskatchewan - \$300
Manitoba - \$300	Nunavut - \$1,000	Yukon Territory - \$800
New Brunswick - \$300	Ontario - \$600	
Newfoundland & Labrador - \$600	Prince Edward Island - \$300	

- d. The Remote Communities Allowance will not count toward the artist's annual funding limit. However, it will count towards the final calculation of the offer amount.

22. Eligible costs for showcases include:

- a. Artist and hired musician fees to a maximum of \$300 per performance (or \$300 per day if the artist performs more than once in a day). When the Applicant is the artist, FACTOR will recognize donated services for artist members to a maximum of \$150 per artist member per day. Donated services in total cannot exceed 25% of total eligible costs. Please see [Business Policies: Donated Services](#);
- b. Travel fares, registration and accommodation expenses that are booked and paid before submission of the showcase application, provided that those costs must be clearly connected to the showcase;
- c. Per diems and accommodations to a maximum of five days for a domestic showcase and seven days for an international showcase. Per diems are recognized to a maximum of \$50 per person per calendar day;
- d. Vehicle costs and airfare;
- e. Basic vehicle maintenance costs resulting from traveling to and from the showcase, such as oil changes. FACTOR reviews these costs on a case-by-case basis, and the dates of the costs must be consistent with the date of the showcase;
- f. Use of a privately-owned vehicle, tallied at an all-in gas and mileage rate of \$0.70/km. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. A [Vehicle Log](#) is available on the FACTOR website;
- g. Local ground transportation (such as taxis and public transit costs) and parking costs up to a maximum of \$100 per day;
- h. Pre-showcase expenses, such as rehearsal time, capped at 15% of total eligible costs;
- i. Equipment purchases up to a maximum of 10% of the total cost of the purchase. Date of the purchase receipt must be consistent with the date of the showcase;
- j. Musical supplies subject to normal wear and tear, such as guitar strings, drum skins, and batteries; however, capital purchases of musical instruments and equipment, or PA equipment, are considered equipment purchases (not supplies), and are subject to cap.
- k. Printed materials, such as handbills, posters, banners etc., capped at \$400;
- l. Costs of designing, manufacturing and producing items of non-music merchandise sold at the showcase (e.g. t-shirts, tote bags). For non-Canadian showcases, the costs of non-music merchandise items manufactured outside of Canada may be eligible. Manufacturing receipts or account statements from label or distributor showing the per-unit cost must be provided at Completion to claim these costs;
- m. The costs of not-for-sale promotional CDs, vinyl, and dropcards to an aggregate maximum of 500 units. Manufacturing receipts or account statements from label or distributor showing the per-unit and total cost must be provided at Completion to claim these costs;
- n. Third-party artist management fees and commissions up to 20% of verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost; and
- o. Third-party booking agency fees and commissions up to 20% of negotiated and verified performance income. A statement, invoice or settlement sheet showing commission payable must be provided at Completion to claim this cost.

23. Eligible costs are those paid to the Canadian Applicant entity. Eligible crew must be Canadian unless otherwise approved by FACTOR. FACTOR may make an exception if the cost of hiring non-Canadian musicians and tour personnel who are resident in the territory being toured is significantly more cost effective; however, this must be approved in advance by FACTOR.
24. In-house costs are allowed in this component. Generally, and unless otherwise explicitly allowed by FACTOR, in-house and related party transactions are capped at a maximum of 25% of the total eligible costs. In any event, artist member performance fees will not count towards the in-house cap.
25. Ineligible costs for showcases include but are not limited to:
- a. Any expenses related to a personally-owned vehicle outside of mileage allowance;
 - b. Repairs to a rental vehicle;
 - c. Annual membership fees;
 - d. Showcase and awards application expenses and award show ticket purchases;
 - e. Office rent, office staff wages, and the rental and purchase of office equipment, and any other kind of company overhead charge;
 - f. Any costs related to a person who is receiving funding to attend the showcase under the [Business Travel component](#). Such persons cannot be claimed as eligible travelers for the purposes of the subsidy calculation;
 - g. AFM/CFM dues;
 - h. Funding to attend songwriting circles or music reviews panels (otherwise known as “date with a tape” events) at music industry conferences;
 - i. Booth fees;
 - j. Donated services when the Applicant is a party other than the artist;
 - k. Donated services for hired musicians and eligible crew; and
 - l. Booking or management fees where the Applicant is self-booking or self-managing.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

26. For Showcase components a cost report and supporting expense documentation do not need to be submitted upon Completion. However, FACTOR reserves the right to request this information and perform a full or partial audit after reviewing the Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure that you keep invoices, receipts, and proofs of payment for eligible costs.
27. Recipients must still complete and submit all other sections of the Completion (including Results, Component Information and Public Funding). In addition, to complete the component and receive the final payment (if any), recipients must:
- a. Submit proof of performance that the showcase performance took place. As proof of performance, FACTOR will accept any of the following: programs, official festival schedule, photographs, ticket samples, videos, or live show reviews from external publications; and
 - b. If there is a change of personnel, you must indicate those changes in the Eligible Travelers table in the Component Information section of your Completion and provide an explanation of the changes in the “variance” box within that section. You must also submit corresponding agreements for any new eligible travelers.
28. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient’s true, accurate, and final accounting, and may not be unsubmitted, amended or deleted.
29. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all your funding.



Radio Marketing Component Guidelines 2024-2025

Eligible Activities

1. The Radio Marketing component funding is used to buy radio ads and promotional campaigns at radio; and to engage Canadian commercial radio stations or radio broadcast groups, Canadian-owned satellite radio broadcasters such as SiriusXM Canada and Stingray, as well as Canadian community and campus radio stations, as marketing partners.
2. The Radio Marketing component application must be submitted no earlier than six months prior, and no later than six months after the commercial release of the sound recording.

Funding Limits

3. FACTOR will allow Radio Marketing component applications up to \$5,000 per project. Eligible costs claimed under the Radio Marketing component will be reimbursed at 100%.
4. Funding for this component is provided by Canada's Private Radio Broadcasters.

Eligible Costs – Radio Marketing

5. Costs will be considered eligible dating from the date of application for the Sound Recording component.
6. The funds must be spent on direct Canadian radio station costs (e.g. advertising buys). Non-traditional radio marketing costs, such as website advertising, related to websites owned and operated by licensed commercial radio stations as well as community and campus radio stations are eligible.
7. Campus, community, and commercially licensed stations funded by public donation, (i.e. CKUA) are eligible.
8. No funds may be used toward costs of hiring a promotions company, radio plugger, any travel costs, lodging, costs for showcasing, equipment etc.
9. No funds may be spent with CBC/Radio-Canada, its subsidiaries, or other Canadian public broadcasters.
10. No administration expenses are eligible for this component.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

11. Applicants must compile and organize all invoices, receipts, and proofs of payment; then enter the claimed amounts into the FACTOR Cost Report, which can be downloaded from the Budget page of the Completion.
12. Applicants must upload the Cost Report, all related expense documentation, and complete and submit all other sections of the Completion (Budget, Results, Component Information, and Public Funding).
13. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
14. You are obligated to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. FACTOR will allow: "Funded by FACTOR" for ads under 30 seconds; and "Funded by FACTOR and Canada's Private Radio Broadcasters" for longer ads. Failure to provide appropriate logos and acknowledgment could result in a loss of some or all funding.