

# **Targeted Demo Program - Music Industry Development Initiative Administered By Music PEI**

## **Objective**

The objective of this initiative is to enhance the professional skills of PEI artists and to increase the marketability of PEI music productions through the development of sales tools, for such things as, showcase applications.

## **Funding**

The Targeted Demo Program can provide for a non repayable investment up to \$1000.00 to a successful applicant for their demo project. Priority will be given to new artists and new projects but may not be limited to that.

**Deadline April 30<sup>th</sup> 2010**

5:00 pm AST

Next Deadline t.b.d. October 2010

## ***IMPORTANT:***

Applications must arrive at the MUSIC PEI office on or before the deadline date to be eligible. **If your projected start date is earlier than the funding deadline, you must submit your proposal on or before the projected start date. Your proposal will then be adjudicated during the next round of funding.** The original application plus 4 copies (5 total) are required. Applicants will be informed of grant decisions by letter usually within 60 days of the deadline. Program guidelines and application packages along with assorted necessary documentation are available for download in PDF and Word documents at [www.musicpei.com](http://www.musicpei.com).

**It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted. For more information contact Devin Casario, Music PEI Program Officer at [devin@musicpei.com](mailto:devin@musicpei.com).**

### **Contact**

MUSIC PEI  
Confederation Center Of The Arts  
90 University Ave, Suite 70  
Charlottetown PEI C1A 4K9  
Phone 902-894-6734  
E mail: [music@musicpei.com](mailto:music@musicpei.com)  
[www.musicpei.com](http://www.musicpei.com)

### **Mailing Address:**

Music PEI  
PO Box 2371  
Charlottetown PEI C1A 8C4

*The Emerging Music Initiative is funded by the Prince Edward Island Department of Communities, Cultural Affairs & Labour under its Sound Investment Program. This commitment is made in support of the PEI Music Industry Strategy. MUSIC PEI is pleased to work in partnership with the Department to develop and promote our cultural resources for the benefit of all residents of Prince Edward Island.*

# Program Guidelines

## Targeted Demo Program

*The Program Guidelines are designed to outline the intent and details of the Support Initiative and to provide answers to questions you may have. Please keep this section as a reference. You do not need to submit this with your Application Form and Project Proposal.*

*We **strongly recommend** that you contact the Music PEI office to discuss the proposed project before an application is submitted (902) 894-6734 or e mail: [music@musicpei.com](mailto:music@musicpei.com)*

### Introduction

The Targeted Demo Program is designed to increase the number of new artist demos. New artists may also submit for a basic press kit and/or web site development under this initiative. You must be a member of MUSIC PEI to apply.

### Who is eligible?

All applicants need to be a resident of Prince Edward Island.

**Residents of Prince Edward Island** - You are considered a resident of PEI if you meet both of the following criteria:

- ❑ Primary artist and/or the majority of the group has a permanent address in Prince Edward Island and have been a resident for at least one year before applying for funding.

**New Artist** - You are eligible to apply as a new artist if you meet the above mentioned criteria. Priority is given to New Artists but this program is not exclusive to New Artists. Emerging or Established Artists may also apply for the Targeted Demo Program. The Jury will make the final decision on eligibility for the Targeted Demo Program.

Ineligible applicants are, but not limited to:

- ❑ Non-profit organization
- ❑ Presenter
- ❑ School choir or Non-commercial group

### Application Procedure

Applicants are to submit signed and completed application form, a project proposal and support material. The following documentation is to accompany all application forms.

Artist/Group –

- A description of the artist/group including audience/market, current bookings if any and a brief history of your live performances and future direction.
- A description of the proposed project activity
- A project budget with itemized expenses

## **Support Material**

Support material should be identified with the name of the applicant.

Music PEI will not be responsible for any loss or damage or for returning support material. If you want your support material returned to you, please include a suitable self-addressed stamped envelope.

Support material could include a bio and/or a photo of the artist/group plus addresses for web site and/or my space page if available. **Five (5)** copies of all support material is required.

## **What Will The Targeted Demo Initiative Fund?**

All proposals must meet the program objectives. Financial need can be demonstrated to strengthen your proposal but is not required.

Eligible proposals could include but are not limited to:

- Professionally recorded targeted demo with a maximum of 4 songs
- Website Development
- Creation of a Basic Press Kit

## **What expenses are covered?**

The Initiative will provide a non-repayable investment to a maximum amount of \$1,000.00 to enhance skills and/or marketability. Successful applicants will receive 75% of the eligible expenses for the approved budget within 30 days of Music PEI receiving their Letter of Acceptance/Funding Agreement at their office. The remaining 25% of the grant will be paid out within 30 days of the Completion Report and financial documentation being submitted to the Music PEI office and approved.

The intent of this program is not designed to fund commercial recordings but it will support a portion of a commercial recording which will be used for marketing or

promotional purposes. Please clearly state the portion of the recording/production cost to be used for marketing.

Eligible expenses are but not limited to:

- ❑ Recording Studio or Videographer Costs
- ❑ Venue/facility rental i.e. Album Launch/Rehearsal Space
- ❑ Producer and Engineer Fees
- ❑ Design
- ❑ Printing
- ❑ Electronic and paper press kits
- ❑ Photography
- ❑ Web Development
- ❑ Promotional products, i.e. Give-Aways, Posters, promo CDs and DVDs (retail items such as T-Shirts etc. are not covered- for more details please contact the Program Officer)

### **Restrictions to Eligible Expenses:**

- Expenses must be incurred after the date the application is received at the MUSIC PEI office. Recipients are expected to spend the funds allocated each year in the fiscal year they are allocated.

### **How are the decisions made?**

Industry professionals (jury) will review your submission. Your application form and the supporting materials should provide all the information the panel needs to know about you and your proposal.

Projects under the Targeted Demo Support program will be assessed against their ability to achieve certain objectives. The categories and values used for your application assessment will be weighted in the following proportions:

#### **Targeted Demo -**

- ❖ Encourage new music production, showcase applications and live performances - 60%
- ❖ Enhance the marketability of new artists and new projects through sales development tools like professional demos, press kits, and web sites -30%
- ❖ Improve business, marketing and technical skills and abilities -10%

### **A Few Tips:**

- ❖ Do not assume that the panel knows all of the details of your history.
- ❖ It is important as you prepare your application to bear in mind that you are building a case that will demonstrate how your project will meet the program's objective.
- ❖ **Clearly state** your goal(s) for the project. Music PEI needs this information in order to establish 'measures of success', and to report the efficacy of their Music Business Development Program to the province.

- ❖ Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
- ❖ Type and single-space all proposals.
- ❖ Answer all questions in the order listed.
- ❖ Submit the number of copies requested.
- ❖ Provide all pertinent and necessary information
- ❖ A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.

## **Program Evaluation**

The expected outcomes for the Entry Level Music Support Initiative include:

- Increased quality and marketability of music products and live performance
- Increased professionalism
- Increased business skills

Progress in achieving these outcomes needs to be documented in your Final/Completion Report to be submitted to Music PEI no later than 60 days after your project completion date.

### **❖ Important Notes**

- Incomplete applications will not be reviewed.
- Your application will not be reviewed if you have a Final Report from a previous project that is overdue.
- For Targeted Demo Support applications, self-formatted budgets will be accepted. A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.
- In your budget, you are asked to report the full cost of the project, i.e. all expenses incurred even if ineligible under this program. This information will aid MUSIC PEI in calculating the private investment in each project and to analyze the amount of investment PEI music initiatives truly need.
- All applicants will be sent a confirmation of their submission to their email address listed in the application form. Applicants are to submit their standard information, i.e. bio and career highlight update once a year for reference at all deadlines following. Also please ensure you have an updated annual residency form on file for reference at all deadlines for the next year.
- Approved applicants are required to sign a Letter of Acceptance/ Funding Agreement that outlines terms and conditions of funding.
- Approved applicants will receive 75% of the approved funding for the year no later than 30 days from the date their Letter of Acceptance/Funding Agreement is received at the Music PEI office. Following submission and approval of the Completion Report, the applicant will receive the remaining 25% of the project grant within 30 days.
- Recipients are subject to provincial government audit. Please retain all supporting documentation.
- Your program performance history will be considered with each application.
- Approved applicants are required to submit a Completion Report within 60 days of their project end date for each year.

- **The Completion Report must include a detailed financial statement of actual revenues and expenses if applicable listed in a budget summary page, accompanied by the original receipts/invoices as supporting documentation (Original receipts/ invoices / cancelled cheques will be returned to the recipient). A written report detailing the execution of the project and achievement of goals must also be included with the Completion Report. Failure to do so will disqualify any future applications for funding and the final 25% payment will be withheld.**

**It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted. You may contact Devin Casario, Music PEI Program Officer at [devin@musicpei.com](mailto:devin@musicpei.com). Unsuccessful applicants may resubmit eligible projects at the next grant deadline.**

**If you are not represented in this program, there may be other sources of financial support targeting you and your type of project. Please contact MUSIC PEI at 902-894-6734, [music@musicpei.com](mailto:music@musicpei.com) or visit the following web sites for additional possibilities:**

[www.musicpei.com](http://www.musicpei.com)

[www.gov.pe.ca/commcul](http://www.gov.pe.ca/commcul)

[www.peiartscouncil.com](http://www.peiartscouncil.com)

## **Budget Notes**

Please read the Program Guidelines for lists of eligible expenses, restrictions on eligible expenses, and ineligible expenses. The Budget Notes are intended to help you with your budget preparation. If you have any questions, please do not hesitate to call MUSIC PEI, 902-894-6734 or email [music@musicpei.com](mailto:music@musicpei.com) or Devin Casario at [devin@musicpei.com](mailto:devin@musicpei.com). A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.

### **General**

- ❖ All figures are estimates, but they should be based on research or quotes. Be sure to include copies of quotes.
- ❖ Write all of your figures in **Canadian dollars** and do not include **GST/HST**.
- ❖ Please detail any items included under the expense budget line **“Other.”**

### **Expenses**

- ❖ **Promo product** can include all formats, i.e. CD, DVD, EPK, video, etc. **Videotaping or filming** production costs are not eligible unless they are created for promotional purposes i.e. EPK live performance footage.

- ❖ **Professional Services** includes all people or companies you have hired to work on your project, such as graphic designer, web designer etc.

**We Strongly Encourage You To Buy Locally Whenever and Wherever Possible. Help Grow the PEI Music Industry.**