



Box 2371
CHARLOTTETOWN, PE
C1A 8C4
902.894.MPEI
www.musicpei.com
music@musicpei.com

Golden Ticket Program Outline **Guidelines and Eligibility Criteria**

The Golden Ticket Program is designed to assist 3 artists per year to provide product development for their art in the early stages of their careers. Eligible artists (solo or band) must have demonstrated a commitment to their music career showing some early successes and a desire to take their career to the next level of development. Proven national and internationally touring artists are not eligible.

The program is focused on live performance artists who plan to tour. Music PEI has other events for songwriters and composers and is currently developing new programs for artists who do not tour.

Highlights of this multi-faceted program are:

1. Develop a short-term business plan made up of a series of goals the artist can achieve. This can include:
 - a. Writing, recording and releasing music
 - b. Applying for relevant funding
 - c. Showcase planning at conferences
 - d. Creating small regional tours
 - e. Securing radio play
 - f. Setting a goal for a predetermined number of performances
2. Work with a Producer to record one original track at a professional studio. This component allows the artist to gain experience and confidence in the recording process with a proven team. This kind of opportunity is something that often happens later in a developing artist's career but has a huge benefit to the development of the artist. It has been proven time and again that working in a professional studio with an experienced producer speeds up the overall artist maturation process. This process will include:
 - a. Pre-production- working with the producer in advance of the recording to potentially arrange and co-write, select the instrumentation, record demos finalising the song.
 - b. Tracking- Recording the song in the studio.
 - c. Mixing- multi-tracking requires working with the producer and recording engineer to "mix" the tracks together.
 - d. Mastering- This is the final process of recording.
3. Once the recording is complete, the artist will work with the Marketing Team to "release" the single. This will include:
 - a. Developing a marketing plan:

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- i. Create budget
 - ii. Set release date
 - iii. Develop release theme
 - iv. Secure marketing platforms- Facebook, CBC2, Exclaim Magazine, blog reviews, various other online platforms
 - b. Working with a graphic designer for promo presentation
 - c. Contacting potential radio stations
 - d. Executing the single release
4. Register the song with all the various PRO's (Performance Rights Organisations) in order to maximise royalties.
 5. Performance coaching can be an extremely useful tool for many artists. There are very few that have all the tools necessary to present a compelling performance that connects with the audience. This is normally a talent that comes with experience. Working with a proven artist or coach can help reduce that learning curve tremendously and teach the many facets required for a confident performance including use of stage, drawing the audience in, song arrangements for a live show, developing a set-list and more. This is also a critical tool when planning showcases. PEI has some excellent examples of artists who have benefited from these types of sessions including some of our top internationally touring artists like Gordie MacKeeman and His Rhythm Boys, Paper Lions, Tim Chaisson, Vishten and more.
 6. Grant writing is another important tool in an artist's toolbox. It is possible to hire a contractor to write grants but it is important to be knowledgeable about what goes into a successful grant application, how to identify the appropriate grant sources and have an overall understanding of the process. In some cases (FACTOR) this requires a pre-registration to develop the artist profile. The artist will work closely with the program to develop one grant application.
 7. Creating Band Agreements if the artist is a band is crucial and an area that many young bands forget or do not understand. It can have a tremendous impact if members decide to leave, how to split up revenues, paying taxes etc.
 8. Advice on registering as a business, setting up dedicated bank accounts or registering for HST are areas that all artists should be aware of and the program will provide an introduction to these topics.

Successful applicants will be selected by a jury based on their previous success, ability and commitment. Each selected artist will be given 4 months to complete the program and will work with a series of contractors selected by Music PEI to deliver each component.

John MacPhee (Paper Lions) has been hired to manage the program and deliver some of the business services and performance coaching. SpinCount has been hired for PR and radio tracking.

The total estimated cost of the Golden Ticket Program is \$6,000.00 per artist. The artist contribution is \$500 to be paid upon completion of the program.

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Eligibility Criteria

1. This program is open to solo artists or bands
2. The artist must be prepared to tour and perform live
3. Applicants must be a permanent resident of PEI
 - a. Permanent address on Prince Edward Island
 - b. File income taxes with the PEI government
 - c. If a band, 50% of the members must be residents of PEI
4. Artist who have toured nationally (more than once) or internationally are not eligible. Multiple regional tours (as far as Ontario) are acceptable.
5. Artists must have had one previous release (single or album)
6. Artists with previous significant radio play are not eligible
7. Artists will be required to submit one performance video
8. Submissions must include a demo (can be a rough demo) of the song to be recorded complete with lyrics
9. One minimum and up to a maximum of 3 songs can be submitted
10. If you are selected you will be required to be a Music PEI member

If you wish to apply for the program please complete this submission form.

<https://podio.com/webforms/21270961/1473960>

For more information contact music@musicpei.com or go to www.musicpei.com.
Submissions will be accepted until August 31st at 5:00pm AST.

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