

Eligibility: Emerging Artist Description

An “Emerging Artist/Group” is defined as an artist or group who has not yet realized substantial provincial or regional exposure. Such artists have not yet secured a manager, agent, publicist, or record label.

Note: Applicants in this program may receive up to a maximum of four (4) grants. After this time, applicants must graduate to the “Export Development Program.” However, applicants can graduate to the “Export Development” level at any time, provided that they meet the eligibility criteria.

Eligibility: Export Ready Artist Description

In order to qualify as an “Export Ready Artist” you must meet all of the following four (4) criteria:

1. Have at least one (1) recording released (minimum six (6) songs or thirty (30) minutes) within the past thirty-six (36) months **or** four (4) singles released in the past twenty-four (24) months.
 - a. If the recording is only available through online digital platforms, it must be listed with at least two (2) major outlets, including but not limited to Spotify, Apple Music, Google Play, Amazon, iTunes, Bandcamp.
2. Have upcoming bookings or a contract for a current musical production (i.e. live performance, stage production, song-writing collaboration, composition/soundtrack interest from film/TV, etc.).
3. Have a history of local industry recognition/awards (Music PEI/ECMA etc).
4. Have toured at least once within Atlantic Canada.

You must also meet two (2) out of the (3) additional criteria:

5. Have a dedicated bank account for your business.
6. Have an up-to-date marketing and business plan.
7. Have a minimum of 10,000 streams on Spotify and/or other streaming services. (Includes YouTube views.)

Note: For groups, band agreements are also mandatory.

Eligibility: Exporting Artist Description

In order to qualify as an “Exporting Artist” you must meet all of the following four (4) criteria:

1. Have an up-to-date marketing and business plan. For groups, band agreements are also mandatory.
2. Have at least one (1) recording released (minimum six (6) songs or thirty (30) minutes) within the past thirty-six (36) months **or** four (4) singles released in the past twenty-four (24) months.
 - a. If the recording is only available through online digital platforms, it must be listed with at least two (2) major outlets, including but not limited to Spotify, Apple Music, Google Play, Amazon, iTunes, Bandcamp.
3. Have upcoming bookings or a contract for a current musical production (i.e. live performance, stage production, song-writing collaboration, composition/soundtrack interest from film/TV, etc.).
4. Have toured at least once outside of Atlantic Canada.

You must also meet two (3) out of the (5) additional criteria

5. Have a dedicated bank account for your business.
6. Have a minimum of 20,000 streams on Spotify and/or other streaming services. (Includes YouTube views.)
7. Have a minimum of 3,500 followers across social media platforms (combined).
8. Have a history of industry recognition/awards beyond Atlantic Canada.
9. Have an established team infrastructure (may include but is not limited to: manager, booking agent, or publicist).

Eligibility: Career Artist Description

In order to qualify as a “Career Artist” you must meet all five (5) of the following criteria:

1. Have an up-to-date marketing and business plan. For groups, band agreements are also mandatory.
2. Have at least three (3) commercial releases [minimum six (6) songs or thirty (30) minutes], at least one of which must have been released within the past thirty-six (36) months.
 - a. If the recording is only available through online digital platforms, it must be listed with at least two (2) major outlets, including but not limited to Spotify, Apple Music, Google Play, Amazon, iTunes, Bandcamp.
3. Have upcoming bookings or a contract for a current musical production (i.e. live performance, stage production, song-writing collaboration, composition/soundtrack interest from film/TV, etc.)

4. Have completed at least one (1) tour outside of Canada or two (2) tours outside of Atlantic Canada.
5. Have an established team infrastructure (may include but is not limited to: manager, booking agent, or publicist).

You must also meet two (2) out of the (4) additional criteria:

6. Have a dedicated bank account for your business.
7. Have a history of industry recognition/awards beyond Atlantic Canada.
8. Have a minimum of 50,000 streams on Spotify and/or other streaming services. (Includes YouTube views.)
9. Have a minimum of 3,500 combined Likes/Follows on Facebook, Twitter, Instagram, or other social media.

All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- The primary artist and/or the majority of the group (51%) must have a permanent address in PEI and pay income taxes to the Prince Edward Island government.
- The applicant has been a resident of PEI for at least one (1) year.

You must be a current member of Music PEI to apply.

Membership applications can be found at:

<https://www.musicpei.com/membership/>