



# Tour Support Stream

Guidelines

2024-2025

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## 1. Overview

The Tour Support component of the Music PEI Investment Program supports Artist III, Artist II, Artist I and Record Labels applicants by contributing investment to the costs of domestic and international tours.

**Note:** The Tour Support stream excludes export development activities such as travel to and participation in music industry conferences and showcase festivals, targeted and confirmed business meetings, and collaborative songwriting trips. For support in export development applications can be submitted to the new [Market Access Fund](#).

Music PEI may provide an investment of 60% of the Total Eligible Budget for Artists III and II, and 80% of the Total Eligible Budget for Artists I to a Program maximum (per deadline) of:

- \$8,000 per deadline, to a maximum of \$8,000 per year for Artist III applicants
- \$3,500 per deadline, to a maximum of \$7,000 per year for Artist II applicants
- \$2,000 per deadlines to a maximum of \$4,000 per year for Artist I applicants

All applications are subject to possible proration based on the available budget.

## 2. Application Deadlines

- July 10th, 2024
- January 31st, 2025

First-time applicants must submit their completed Music PEI Investment Profile at least one (1) week before the application deadline.

Applicants who wish to change levels must submit their Artist Level II or III application no later than fourteen (14) days prior to an application deadline.

Costs incurred prior to submitting an Application will not be considered eligible.

- **Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 p.m. on the 31st day – NOT the Monday following the 31st.**

### 3. Eligible Applicants

- Artist III and Artist II and Artist I Applicants are eligible to apply to this stream. All applicants must be residents of Prince Edward Island.

### 4. How to Apply

All Applicants should read Music PEI's [Glossary of Standard Terms and Business Policies](#) before starting an application.

#### Application Requirements:

##### Step 1

- Complete the Investment Profile webform at least one (1) week before applying.
- To complete the Investment Profile, log in to your Music PEI account at [www.musicpei.com](http://www.musicpei.com) and fill in the required information.

##### Step 2

- Complete the online application webform by following one of these links:
  - [Tour Support - Artist I](#)
  - [Tour Support - Artist II](#)
  - [Tour Support - Artist III](#)

##### Step 3

#### Mandatory:

Attach the following required documents to the webform:

- A **Tour Plan**, including a description of the Tour, the Artist's commercial history, notable successes, and current opportunities in the Territory being toured, along with confirmation.
- A current **Artist Biography/History**
- A [Guardian Consent Form](#) if under the age of 18

**Optional:**

You may attach the following to the webform:

- A streaming link to two previously recorded tracks (Soundcloud or YouTube only)
- A live performance video link (YouTube or Vimeo only)
- Up to three letters of support from industry professionals or others

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

An incomplete application will be deemed ineligible and will not be considered for investment.

**All submissions must be Soundcloud or YouTube streaming links. Links to paid streaming services (Spotify/Apple Music/etc...) or shared folders (Google Drive/Dropbox/etc...) will not be evaluated.**

You should try to demonstrate what this tour will accomplish with your tour plan and other supporting documentation.

This is a juried component, meaning that all eligible applications will be sent for evaluation to a Music PEI jury that will assess the artistic merit and the viability of the Tour Plan and overall submission. The jury will be asked to consider whether the Tour Plan is executable and makes sense, given the artist's resources and what they've accomplished to date.

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)** and the Jury Assessment Preparation Guide for tips on how to better prepare your application.

- If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.
- Once the Application is approved, changes to the proposed activities having a budget impact of 25% or less of Eligible Costs may be made without Music PEI pre-approval. All other changes must be approved by Music PEI.
- To receive the full investment, you must complete the activities set out in your Tour Plan, and be able to prove that you incurred the corresponding percentage worth of eligible expenses during the project when you fill out the [Completion Report](#).

## 5. Eligible Tours

- 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.
- For the Tour stream of the Live Performance component, an eligible Tour consists of a minimum of five (5) confirmed dates, at least four (4) of which must be paid Tour Dates with a minimum set length of 30 minutes.
- At least 75% of the total combined eligible dates must be for a contracted Performance Fee. This means that you will be paid a guaranteed fee, or a percentage of the gross revenues from ticket sales and/or the take at the door, or some combination of both. Non-cash considerations such as the opportunity to sell your merchandise will not be considered Performance Fees.
- At least 75% of the dates must be contracted for a minimum 30-minute set.
- The Tour should be continuous and scheduled with no extensive breaks between dates. (An “extensive break” generally means more than five days off, depending on the territory being toured, but Music PEI will allow exceptions where the tour is a significant distance from the artist’s home city.)
- The Tour Dates must take place in more than one city, and in different venues. Repeat performances in the same city (e.g. a “two-night stand” or extended engagement) may be eligible, subject to Music PEI approval on application, based on the totality of the total number of tour dates and other such factors such as distance travelled, tour routing, audience growth potential, and economic efficiencies. Generally, return engagements to the same venue are recognized only after a six-month absence.
- The Applicant must provide details (**Tour Plan**) 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 (for example, an itinerary from a booking agent).
- A Tour can include a conference showcase date(s) and can be claimed under the Tour Support stream, but you cannot also submit a Market Access Fund Application for the same showcase(s) on the tour.

- When a Tour Support Application includes a conference showcase date(s), the corresponding conference registration fees are eligible and the official Showcase Invitation must be included with the Application.
- Music PEI defines a Home Show as a paid, ticketed public performance that takes place in a private residence rather than a commercial venue. Home Shows will be recognized as eligible Tour Dates.
- Music PEI defines a School Show as a paid engagement hosted by a school for the benefit of its students. School Shows will be recognized as eligible Tour Dates to a maximum of 25% of the total eligible Tour Dates. For example, in an eight-day tour, only two (2) School Shows will be recognized as eligible Tour Dates. Children’s performers are exempted from this limit.
- “Residencies” (such as playing every Monday night at the same venue for a month) are not eligible.
- An eligible Tour can include up to two radio or TV performances, or other promotional performances.
- Tour dates in Prince Edward Island are not eligible.
- Applicants are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a project with Music PEI investment. Please review the **Logo and Acknowledgment Guide (3.10.0)** for specific instructions. Please note, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your investment.

## 6. Eligible Costs

Applicants are strongly advised to read and understand these guidelines, and to contact Music PEI before submitting an Application to ensure eligibility of the proposed costs.

**An Eligible Traveler is a person who is:**

- A credited, full-time member of the Artist group; or
- A Hired Musician or Eligible Crew member whose paid services have been engaged by the Artist for the duration of the Tour/Showcase;

- A person who is not receiving funding to attend the Tour/Showcase under the Business I or II Travel component; AND
- Has been approved by Music PEI as an Eligible Cost.
- 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 a resident of Prince Edward Island, unless otherwise approved by Music PEI. A full-time member of the Artist, or an Eligible Crew member, cannot also be claimed as a Hired Musician.
- 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, or a combination of the foregoing, in exchange for wages. If claimed in the Completion Budget, Eligible Crew must travel with the Artist for all or a substantial portion of the Tour. Eligible Crew must be from Prince Edward Island unless otherwise approved by Music PEI. **Child care hired to care for the Artist's children who are traveling with the Artist will be considered Eligible Crew.**
- An Eligible Crew member cannot also be claimed as a member of the Artist or as a Hired Musician.
- A signed agreement or Deal Memo for Hired Musicians and Eligible Crew must be submitted with the completion report of any approved 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.
- Per diems will be recognized 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. [Per Diem Declaration](#) form must be submitted.
- Generally, and unless otherwise explicitly allowed by Music PEI, Eligible Costs are those paid to residents of Prince Edward Island and Prince Edward Island-owned and controlled service suppliers. Music PEI may make an exception if the cost of hiring non-resident Prince Edward Island musicians and tour personnel who are resident in the territory of the Tour is significantly more cost-effective; however, this must be approved in advance by Music PEI.
- When a privately owned vehicle is used, the Eligible Cost will be tallied at an all-in gas and mileage rate of \$0.50/km. Applicants will be required to submit odometer readings taken before and after the Tour. If the all-in private vehicle rate is claimed, then gas receipts will not be eligible. A [Sample Vehicle Log](#) is available.

- Both vehicle and airfare costs are eligible.
- The costs of not-for-sale promotional CDs, vinyl, and drop cards are eligible to a maximum of 25 units per item. Manufacturing receipts or account statements from a label or distributor showing the per-unit and total cost must be provided at completion to claim these costs.
- The cost of printed materials, such as handbills, posters, banners etc. are capped at \$1,000 per Tour.
- Artist and Hired Musician fees are capped at \$300 per performance (or \$300 per day if the Artist performs more than once in a day).
- Donated/in-kind services will be recognized for all eligible costs but are capped at a maximum of 10% of the Total Eligible Budget. Donated Services must be claimed via a [Donated Services Form](#).
- In-House costs are allowed in this stream and will be capped at 25% of total Eligible Costs. Artists' performance fees will not count towards the In-House cap.
- Music PEI will recognize third-party Booking Agency and Artist Management 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.
- Local ground transportation (such as taxis and public transit costs) and parking costs are eligible up to a maximum of \$100 per day.
- Administration Fees for Tour Support are allowed: 15% of total Eligible Costs to a maximum of \$1,000 for Artist III applicants, \$500 for Artist II applicants, and \$150 for Artist I applicants.

## 7. Ineligible Costs

- "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.
- Vehicle repairs and maintenance to a privately-owned or rental vehicle that would ordinarily be covered by a comprehensive insurance policy.
- Showcase and awards application costs and award show ticket purchases.

- “Buy-on” fees for a private showcase or no-case.
- Office rent, office staff wages, the rental and purchase of office equipment, and any other kind of company overhead charge.
- Any costs related to a person who is receiving funding to attend the Tour under the Business I, or II, Travel component. Such persons cannot be claimed as Eligible Travelers for the purposes of the subsidy calculation.
- Vehicle rental costs for a privately owned vehicle.
- Traffic tickets.
- Make-up, costume, and wardrobe costs.
- AFM/CFM dues or visa costs.
- Music instruments, equipment, or supplies.
- Booth fees.
- Booking and/or management fees where the Applicant is self-booking and/or self-managing

## 8. How the Applications are Assessed

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)**

This table shows how elements of the project are weighted and scored by the Jury:

<b>MARKETING/TOUR SUPPORT SCORING RUBRIC</b>		
<b>A</b>	<p><b><u>Project Concept</u></b></p> <p>The jury will assess the overview of your project, your SMART goals (Simple, Measurable, Achievable, Relevant, Time-Based), the activities you intend to undertake over the course of this proposed project, and evaluate how your activities will lead you to accomplish your stated goals.</p>	<b>35%</b>
<b>B</b>	<p><b><u>Project Execution</u></b></p>	<b>30%</b>



	The jury will assess the specific details of your strategy and your plan to execute the activities you have identified in your project.	
<b>C</b>	<p style="text-align: center;"><b><u>Project Partners</u></b></p> <p>The jury will assess the experience and fit of the members of your team and their role in helping you execute your plan. In addition to industry professionals (management, labels, publicists, publishers, etc.), your team also includes any third party who is helping you accomplish the goals of your project (recording engineers, videographers, social media managers, etc.) Letters of support are helpful for this section. They are not mandatory but they are recommended.</p>	<b>10%</b>
<b>D</b>	<p style="text-align: center;"><b><u>Financing</u></b></p> <p>The jury will assess your budget and the overall feasibility of your plan</p>	<b>15%</b>
<b>E</b>	<p style="text-align: center;"><b><u>Presentation</u></b></p> <p>The jury will assess if the answers provided were well-thought-out and answered to the best of the applicant's ability. To what extent did the applicant invest time and effort in completing the application thoughtfully and thoroughly?</p>	<b>10%</b>
<b>F</b>	<p style="text-align: center;"><b><u>Gut Feeling</u></b></p> <p>After reviewing the application, do you have a strong positive feeling or belief in the potential of this submission? Does the application stand out in a way that makes you intuitively believe it should be awarded?</p>	<b>5%</b>

## 9. Investment and Payments

- Music PEI 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 costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music PEI investment component must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music PEI. Music PEI's contribution plus any other Public Investment cannot exceed 100% of the

project's Total Eligible Budget. See **Business Policies: Glossary - Public Investment (3.21.0 Other Sources of Investment)**.

- Music PEI may remove any ineligible costs from the Completion Budget. This may lead to a reduction in the final payment, and in some cases, it may result in the Applicant having to return a portion of the Music PEI Advance. Please be sure that your costs are eligible.
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a project supported by Music PEI. Please review the **Logo and Acknowledgment Guide (3.10.0)** for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

**The Music PEI investment is paid out in two stages:**

1. An Advance equal to 75% of the amount of approved investment is paid out once the application is approved and Music PEI and the Applicant have executed the investment agreement.
2. The remainder of the investment is paid out when the Completion Report has been received, reviewed, and accepted by Music PEI.

## **10. Completion Reporting Requirements**

- Applicants must compile and organize all invoices, receipts and Proof of Payment, then enter the amounts being claimed into the Music PEI [Cost Report](#).
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proofs of payment must either follow each receipt or invoice or be grouped at the end of the PDF and accordingly. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.
- Applicants must then upload the Cost Report along with all related payment documentation, then complete and submit all other sections of the online [Completion Report](#).

- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- Cash payments are accepted under the following conditions:
  - Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
  - Per diems paid in cash to individual persons must be supported by a Music PEI-provided [Per Diem Declaration form](#) signed by the payee.
  - Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.
- Music PEI reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- In addition to the completion requirements, to complete the project and receive the final payment, Applicants must:
  - Complete the online [Completion Report](#) for the project, including Goals and Results, Component Information, Public Funding, and Budget.
  - Submit Proof of Performance (uploaded for each Tour Date in your online Completion) that each performance took place and was performed as contracted. As Proof of Performance, Music PEI 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, Music PEI may accept ticket stubs or media reviews on a case-by-case basis.
- If there is a change of personnel, you must indicate those changes in the Component Information section of your online Completion Report, and explain the changes. You must also submit corresponding Deal Memos for any new Eligible Travelers.
- Completion Reports must be submitted to Music PEI on or before your completion report due date (as stated on your contract).
- If your completion report has not been submitted by the completion report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your completion report is past-due.

- Upon notification, you will have 28 days to submit your completion report to the satisfaction of the Investment Program Manager. Failure to submit your completion report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.