

MUSIC PEI ARTIST LEVEL ELIGIBILITY REQUIREMENTS

Artist I:

- Any Artist who has not reached Artist II or Artist III

Successful applicants of the Artist I funding stream are limited to receiving four (4) grants before being required to advance to the Artist II funding stream. Exceptions may apply if the artist cannot meet the eligibility requirements of either Artist II or Artist III.

Artist II (must meet all of the following):

- Updated accomplishments and goals completed in Artist Profile
- For groups, band member agreements are mandatory

AND must meet three (3) of the following:

- Minimum of 500 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- Minimum of 3,500 social media followers across all platforms
- Minimum of 400 Spotify followers or 400 YouTube subscribers
- Minimum of 30 performances out of province within the past 2 years
- Song charted on Billboard top 40 within the past 2 years
- Album/EP charted Top 10 on Earshot or NACC with the past 2 years
- \$30,000 in gross revenue from your music career (excluding grants) within the past 2 years
- Team member(s) from industry-recognized companies/organizations, such as: a booking agent, publisher, label, management, sync agent, publicist, etc. *This list is non-exhaustive; please contact the Program Manager if you are an artist who needs this criteria in order to change programs.*

Artist III (must meet all of the following)

- Updated accomplishments and goals completed in Artist Profile
- For groups, band member agreements are mandatory

Successful applicants of the Artist III funding stream are limited to receiving one (1) grant per fiscal year, and a maximum of four (4) grants throughout their career.

AND must meet three (3) of the following:

- Minimum of 1000 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)

- Minimum of 8,000 social media followers across all platforms
- Minimum of 1000 Spotify followers or 1000 YouTube subscribers
- Minimum of 60 performances out of province within the past 2 years
- Song charted on Billboard top 40 within the past 2 years
- Album/EP charted Top 10 on Earshot or NACC with the past 2 years
- \$60,000 in gross revenue from your music career (excluding grants) within the past 2 years
- Team member(s) from industry-recognized companies/organizations, such as: a booking agent, publisher, label, management, sync agent, publicist, etc. *This list is non-exhaustive; please contact the Program Manager if you are an artist who needs this criteria in order to change programs.*

If you have questions regarding Artist or Business Level eligibility or wish to appeal your Artist Level assessment, please contact our program officer at programs@musicpei.com.