
MUSICPEI
INVESTMENT PROGRAM
MARKET ACCESS FUND
ARTIST DEVELOPMENT FUND
MUSIC BUSINESS DEVELOPMENT FUND
MICROGRANTS
FUNDED BY
innovationpei

INVESTMENT PROGRAM

ARTIST LEVELS (ARTIST I, II, III)

MUSIC PEI CATEGORIZES IT'S FUNDING AMOUNTS INTO 3 LEVELS.

- ARTIST LEVEL I *(FUNDING UP TO $2,000 PER FUNDING ROUND)*
- ARTIST LEVEL II *(FUNDING UP TO $3,500 PER FUNDING ROUND)*
- ARTIST LEVEL III *(FUNDING UP TO $8,000 ANNUALLY)*

HOW DO I ADVANCE LEVELS?

ALL MUSIC PEI MEMBERS ARE AUTOMATICALLY CONSIDERED A LEVEL I ARTIST.

TO BE CONSIDERED A LEVEL II OR III ARTIST, A MEMBER MUST MEET AT **LEAST 3 OF 8 OF THE FOLLOWING CRITERIA** AND **CONTACT THE PROGRAM MANAGER** WITH PROOF.

INVESTMENT PROGRAM

ARTIST LEVEL II CRITERIA:

- 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 (active e-newsletter subscribers will be accepted)
- Minimum of 400 Spotify followers or 400 YouTube subscribers (other streaming services/DSPs that track follower count will be accepted)
- 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.

ARTIST LEVEL III CRITERIA:

- 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 (active e-newsletter subscribers will be accepted)
- Minimum of 1000 Spotify followers or 1000 YouTube subscribers (other streaming services/DSPs that track follower count will be accepted)
- 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.

INVESTMENT PROGRAM

ARTIST DEVELOPMENT FUND

1. COMMERCIAL RECORDING

THE RECORDING SUPPORT STREAM OF THE MUSIC PEI INVESTMENT PROGRAM SUPPORTS ARTIST I, ARTIST II, ARTIST III APPLICANTS BY CONTRIBUTING TOWARD A SOUND RECORDING.

2. MARKETING SUPPORT

THE MARKETING SUPPORT STREAM OF THE MUSIC PEI INVESTMENT PROGRAM SUPPORTS ARTIST I, ARTIST II, ARTIST III APPLICANTS BY CONTRIBUTING INVESTMENT TO THE COSTS OF THE MARKETING AND PROMOTION OF A SINGLE, EP, LP, OR TOUR. PROJECTS FOCUSED SOLELY ON ASSET CREATION ARE INELIGIBLE.

3. TOUR SUPPORT

THE TOUR SUPPORT STREAM OF THE MUSIC PEI INVESTMENT PROGRAM SUPPORTS ARTIST I, ARTIST II, ARTIST III APPLICANTS BY PROVIDING AN INVESTMENT FOR DOMESTIC AND INTERNATIONAL TOURS. FOR SUPPORT IN EXPORT DEVELOPMENT, APPLICATIONS CAN BE SUBMITTED TO THE MARKET ACCESS FUND.

INVESTMENT PROGRAM

COMMERCIAL RECORDING

THE COMMERCIAL RECORDING STREAM OF THE MUSIC PEI INVESTMENT PROGRAM OFFERS AN INVESTMENT TOWARD SOUND RECORDING.

WITH YOUR APPLICATION, YOU MUST INCLUDE:

- AN UPLOAD OF A RECENT DEMO TO YOUR APPLICATION ALONG WITH LYRICS
- A CURRENT ARTIST BIOGRAPHY/HISTORY
- A RECORDING PLAN, WHICH SETS OUT ALL THE INTENDED RECORDING ACTIVITIES TO BE UNDERTAKEN IF THE PROJECT IS APPROVED FOR INVESTMENT
- A RELEASE AND MARKETING PLAN THAT DETAILS HOW AND WHEN THE PROJECT WILL BE RELEASED AND MARKETED
- A DETAILED BUDGET
- A GUARDIAN CONSENT FORM IF UNDER THE AGE OF 18

AT THE END OF THE RECORDING PROJECT, SUCCESSFUL APPLICANTS ARE REQUIRED TO DELIVER TO MUSIC PEI ONE NEW, PREVIOUSLY UNRELEASED, PROFESSIONAL-QUALITY SOUND RECORDING CALLED THE **DELIVERY TRACK.**

IMPORTANT NOTE:

IT'S NOT A REQUIREMENT FOR YOUR APPLICATION. BUT, JURORS EXPECT THE ADDITION OF REALISTIC GOALS IN YOUR SUBMISSION.

WHY YOU NEED THIS PROJECT FUNDING?

HOW WILL IT HELP YOU ACHIEVE YOUR GOALS AND GROW YOUR ARTISTIC CAREER?

INVESTMENT PROGRAM

MARKETING SUPPORT

THE MARKETING SUPPORT COMPONENT OF THE MUSIC PEI INVESTMENT PROGRAM SUPPORTS ARTIST III, ARTIST II, ARTIST I AND RECORD LABEL APPLICANTS BY CONTRIBUTING INVESTMENT TO THE COSTS OF THE MARKETING AND PROMOTION OF A SINGLE, EP, LP, OR TOUR. PROJECTS FOCUSED SOLELY ON ASSET CREATION ARE INELIGIBLE.

WITH YOUR APPLICATION, YOU MUST SUBMIT:

- A CURRENT MARKETING PLAN, WHICH SETS OUT IN DETAIL ALL THE INTENDED ACTIVITIES TO BE UNDERTAKEN FOR YOUR RELEASE.
- A CURRENT ARTIST BIOGRAPHY/HISTORY
- A DETAILED PROJECT BUDGET
- A GUARDIAN CONSENT FORM IF UNDER THE AGE OF 18

MUSIC PEI MAY PROVIDE AN INVESTMENT OF 80% OF THE TOTAL ELIGIBLE BUDGET UP TO THE MAXIMUM ALLOWED PER ARTIST LEVEL.

AS WITH COMMERCIAL RECORDING, JURORS EXPECT THE ADDITION OF REALISTIC GOALS.

WHY YOU NEED THIS PROJECT FUNDING?

HOW WILL IT HELP YOU ACHIEVE YOUR GOALS AND GROW YOUR ARTISTIC CAREER?

INVESTMENT PROGRAM

MARKETING SUPPORT

ELIGIBLE COSTS INCLUDE:

- DIGITAL, SOCIAL MEDIA, AND PRINT ADVERTISING
- RADIO TRACKING FEES
- PUBLICITY FEES
- PHOTOS, BRANDING, & DESIGN COSTS
- MUSIC VIDEO, LYRIC VIDEO, AND LIVE PERFORMANCE VIDEO COSTS
- PRINTED MATERIALS INCLUDING POSTERS, HANDBILLS, AND BANNERS ARE ELIGIBLE UP TO 25% OF TOTAL ELIGIBLE COSTS
- THE COST OF MANUFACTURING OR PURCHASING PROMOTIONAL CDS, BOOKLETS, VINYL, DROPCARDS, USB KEYS, AND OTHER PROMO MERCH (T-SHIRTS, HATS, OTHER SOFT GOODS ETC) UP TO 25 UNITS PER PROMOTIONAL ITEM
- COSTS ASSOCIATED WITH A RELEASE SHOW (VENUE RENTAL, TECH AND CREW, AND HIRED MUSICIAN FEES)
- ARTIST TRAVEL COSTS ASSOCIATED WITH PROMOTIONAL APPEARANCES (TOURING IS NOT CONSIDERED A PROMOTIONAL APPEARANCE)
- ADMINISTRATION FEES FOR THE MARKETING SUPPORT COMPONENT ARE ALLOWED: 15% OF TOTAL ELIGIBLE COSTS TO A MAXIMUM OF $1,000 FOR ARTIST III APPLICANTS, AND $500 FOR ARTIST II APPLICANTS AND $150 FOR ARTIST I APPLICANTS
- DONATED/IN-KIND SERVICES WILL BE RECOGNIZED FOR ALL ELIGIBLE COSTS BUT ARE CAPPED AT A MAXIMUM OF 10% OF THE TOTAL ELIGIBLE BUDGET

INVESTMENT PROGRAM

TOUR SUPPORT

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.

WITH YOUR APPLICATION, YOU MUST SUBMIT:

- A TOUR PLAN, WHICH SETS OUT IN DETAIL ALL THE INTENDED ACTIVITIES TO BE UNDERTAKEN FOR YOUR PROJECT
- A CURRENT ARTIST BIOGRAPHY/HISTORY
- A DETAILED PROJECT BUDGET
- A GUARDIAN CONSENT FORM IF UNDER THE AGE OF 18

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** UP TO THE MAXIMUM ALLOWED PER ARTIST LEVEL.

AGAIN, THOUGH NOT REQUIRED - THE ADDITION OF GOALS AND A MORE ROBUST PLAN COULD MAKE ALL THE DIFFERENCE IN YOUR APPLICATION'S OVERALL SCORE.

MUSICPEI

INVESTMENT PROGRAM

TOUR SUPPORT

WHAT IS CONSIDERED A TOUR?

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.

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 - AND CAN INCLUDE UP TO TWO RADIO OR TV PERFORMANCES, OR OTHER PROMOTIONAL PERFORMANCES.

THE TOUR SHOULD BE CONTINUOUS AND SCHEDULED WITH NO EXTENSIVE BREAKS BETWEEN DATES. (AN “EXTENSIVE BREAK” GENERALLY MEANS MORE THAN FIVE DAYS OFF.)

TOUR DATES IN PRINCE EDWARD ISLAND ARE NOT ELIGIBLE.

INVESTMENT PROGRAM

TOUR SUPPORT

ELIGIBLE COSTS INCLUDE:

- A HIRED MUSICIAN OR ELIGIBLE CREW MEMBER
- PER DIEMS TO A MAXIMUM OF $50 PER PERSON PER CALENDAR DAY
- 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
- BOTH VEHICLE AND AIRFARE COSTS
- THE COSTS OF NOT-FOR-SALE PROMOTIONAL CDS, VINYL, AND DROP CARDS ARE ELIGIBLE TO A MAXIMUM OF 25 UNITS PER ITEM
- THE COST OF PRINTED MATERIALS, SUCH AS HANDBILLS, POSTERS, BANNERS ETC. ARE CAPPED AT $1,000 PER TOUR
- 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

INVESTMENT PROGRAM

ARTIST DEVELOPMENT FUND ASSESSMENT PROCESS

ONCE THE APPLICANT HAS SUBMITTED AN APPLICATION, MUSIC PEI STAFF WILL REVIEW AND DETERMINE IF IT MEETS THE PROGRAM'S ELIGIBILITY REQUIREMENTS.

ALL ELIGIBLE APPLICATIONS ARE THEN REVIEWED BY AN ASSESSMENT JURY WHO HAVE BEEN APPROVED AND ASSEMBLED BY MUSIC PEI. JURORS ARE REPRESENTATIVES FROM THE MUSIC INDUSTRY. (JURY MEMBERS ARE REQUIRED TO DISCLOSE ANY CONFLICT OF INTEREST WHEN ASSESSING A PROJECT.)

THE JURY WILL ASSESS EACH APPLICATION BASED ON THE QUALITY OF MUSIC, LYRICS, VOCALS, MUSICIANSHIP AND ORIGINALITY (ARTIST DEVELOPMENT), AS WELL AS BIO, PHOTOS AND OTHER SUPPLEMENTARY INFORMATION PROVIDED WITH EACH APPLICATION. CRITERIA AND WEIGHTING OF CRITERIA VARY FROM COMPONENT TO COMPONENT.

IF THE JURY RECOMMENDS THE APPLICATION FOR INVESTMENT, MUSIC PEI MAY AWARD THE FULL AMOUNT REQUESTED, BUT RESERVES THE RIGHT TO AWARD A LESSER AMOUNT BASED ON ITS ASSESSMENT OF THE APPLICANT'S PROPOSED EXPENSES, OR BASED ON THE TOTAL AMOUNT OF INVESTMENT AVAILABLE, OR FOR ANY OTHER REASON.

INVESTMENT PROGRAM

MUSIC BUSINESS DEVELOPMENT FUND

THE INVESTMENT PROVIDED UNDER THE BUSINESS DEVELOPMENT STREAM IS INTENDED TO ASSIST ELIGIBLE MUSIC COMPANIES IN PAYING FOR A WIDE RANGE OF DEVELOPMENT ACTIVITIES, FUNDING ONE TIME INITIATIVES THAT WILL HELP GROW THE BUSINESS AND EARN NEW REVENUE AND/OR WILL HELP THE COMPANY DEVELOP NEW SKILLS AND EXPAND THE SCOPE OF THEIR BUSINESS. FUNDING MAY BE USED FOR A BROAD RANGE OF COSTS, INCLUDING PROFESSIONAL DEVELOPMENT AND BUSINESS TRAVEL.

ELIGIBLE MUSIC BUSINESS COMPANIES MUST BE ENGAGED IN THE PRIMARY ACTIVITIES OF ARTIST MANAGEMENT, BOOKING AGENT, LICENSING/SYNC, MUSIC PUBLISHER, MUSIC PRODUCER, PROMOTER, PUBLICITY/PROMOTIONS, RECORD LABEL, RECORDING STUDIO OR SOME COMBINATION OF THE FOREGOING.

THERE ARE 2 FUNDING STREAMS FOR THE MUSIC BUSINESS STREAM:

- PROFESSIONAL DEVELOPMENT (ONLINE CLASSES/SESSIONS, SUBSCRIPTIONS, BRAND DEVELOPMENT, ETC.)
- BUSINESS TRAVEL (TRAVEL COSTS FOR SHOWS, CONFERENCES OR OTHER BUSINESS TRAVEL, REGISTRATION FEES, COSTS FOR CONFERENCE PROMO MATERIALS, ETC.)

INVESTMENT PROGRAM

MARKET ACCESS FUND

TO SUPPORT PRINCE EDWARD ISLAND ARTISTS AND MUSIC INDUSTRY PROFESSIONALS IN GROWING THEIR BUSINESS ACTIVITIES IN EXPORT MARKETS THROUGH **SHOWCASES** AT MUSIC INDUSTRY **CONFERENCES** AND SHOWCASE FESTIVALS, TARGETED AND CONFIRMED **BUSINESS MEETINGS**, AND **COLLABORATIVE SONGWRITING TRIPS**.

APPLICATION DEADLINES

- APPLICATIONS TO THE MARKET ACCESS FUND WILL BE ACCEPTED ON A ROLLING DEADLINE.
- APPLICATIONS MUST BE RECEIVED BY MUSIC PEI 4-6 WEEKS BEFORE THE SHOWCASE, CONFERENCE, WRITING SESSION.
- EXCEPTIONS MAY BE CONSIDERED IF OFFERS ARE PROVIDED WITHOUT SUFFICIENT ADVANCE NOTICE FOR MEMBERS TO APPLY 4-6 WEEKS BEFORE THE SHOWCASE, CONFERENCE, OR WRITING SESSION.

INVESTMENT PROGRAM

MARKET ACCESS FUND

APPLICANTS MAY RECEIVE UP TO 100% OF THEIR ELIGIBLE BUDGET UP TO THE MAXIMUM ALLOWED FUNDING AMOUNT BASED ON NUMBER OF TRAVELLERS AND GEOGRAPHIC REGION. TOTAL REVENUE FROM ALL SOURCES CANNOT EXCEED ELIGIBLE EXPENSES. MAXIMUM AMOUNTS ARE CAPPED PER PERSON, PER REGION OF TRAVEL. COMPANY APPLICANTS WILL GENERALLY BE CAPPED AT SUPPORT FOR ONE PERSON.

	Regional	CAN	US/UK/EU	RoW
Solo	$250	$1,000	$1,500	$2,000
Duo	$500	$1,500	$2,000	$2,500
Trio	$750	$2,000	$3,000	$3,500
4+	$1,000	$2,500	$3,500	$4,000

PLEASE NOTE: ECMA SHOWCASES WILL BE CAPPED AT A MAXIMUM OF $750. AS WELL, OPPORTUNITIES IN NEWFOUNDLAND WILL BE TREATED AS CAN OPPORTUNITIES, NOT REGIONAL.

INVESTMENT PROGRAM

MICROGRANTS

EACH YEAR, MUSIC PEI WILL OFFER UP TO **EIGHT (8) MICROGRANTS OF $500 EACH**, WITH PREFERENCE GIVEN TO YOUTH, WOMEN AND NON-BINARY INDIVIDUALS, 2SLGBTQ+, RACIALIZED PEOPLE, NEURODIVERGENT/DISABLED PEOPLE, AND UNDERSERVED MINORITIES.

ARTISTS WILL **NOT BE ELIGIBLE** TO APPLY FOR OR RECEIVE MICROGRANT PROGRAM FUNDING **AFTER TWO SUCCESSFUL MICROGRANTS** OR **AFTER RECEIVING FUNDING UNDER ANY CATEGORY** IN THE MUSIC PEI INVESTMENT PROGRAM.

YOUR APPLICATION MUST INCLUDE:

- A current Artist Biography/Photo/History
- A project summary, clearly stating its goals and proposed timeline
- A simple budget listing anticipated expenses and revenues
- A Guardian Consent Form if under the age of 18

IT IS ALSO RECOMMENDED THAT YOU **BOOK A CONSULTATION WITH MUSIC PEI'S PROGRAM MANAGER**, ESPECIALLY IF IT'S YOUR FIRST TIME APPLYING FOR ANY OF OUR GRANTS.

INVESTMENT PROGRAM

MICROGRANTS

ELIGIBLE EXPENSES INCLUDE;

- DEMO RECORDING
- LIVE SHOW PRODUCTION
- GRAPHIC DESIGN
- PHOTO AND VIDEO PRODUCTION
- MARKETING AND ADVERTISING COSTS

INELIGIBLE EXPENSES INCLUDE;

- TUITION AND MUSIC LESSONS
- EQUIPMENT PURCHASES AND OTHER CAPITAL COSTS
- FOOD AND BEVERAGES
- MEMBERSHIPS

INVESTMENT PROGRAM

MUSIC BUSINESS DEVELOPMENT, MARKET ACCESS FUND & MICROGRANT ASSESSMENT PROCESS

ONCE THE APPLICANT HAS SUBMITTED AN APPLICATION, MUSIC PEI STAFF WILL REVIEW THE APPLICATION AND DETERMINE IF IT MEETS THE PROGRAM'S REQUIREMENTS. ALL ELIGIBLE APPLICATIONS ARE THEN REVIEWED FOR APPROVAL BY THE MUSIC PEI PROGRAM MANAGER AND EXECUTIVE DIRECTOR.

MUSIC PEI MAY AWARD THE FULL AMOUNT REQUESTED, BUT RESERVES THE RIGHT TO AWARD A LESSER AMOUNT BASED ON ITS ASSESSMENT OF THE APPLICANT'S PROPOSED EXPENSES, OR BASED ON THE TOTAL AMOUNT OF INVESTMENT AVAILABLE, OR FOR ANY OTHER REASON.

INVESTMENT PROGRAM

MUSICPEI

DEADLINES

- JUNE 30, 2026
- JANUARY 30, 2027

Q&A