

UPDATED APRIL 26TH, 2021

OVERVIEW:

Applications to SoundON 2021 grant funding will be received within two deadline periods:

Intake #1: Opens **January 26th, 2021** at 7:00AM PDT and closes **February 26th, 2021** at 5:00PM PDT.

Intake #2: Opens **April 26th, 2021** at 7:00AM PDT and closes **May 31st, 2021** at 5:00PM PDT.

Funding will be awarded for events that take place between **March 1st, 2021 – August 15th, 2021**. All final reports are to be submitted no later than **September 1st, 2021**.

PROGRAM GOALS:

- Celebrate local music, build community and support creativity.
- Provide direct funding support to the BC music sector and open opportunities for local musicians to connect with new audiences.
- Present music on a variety of digital platforms and spaces across BC.
- Unite the community by promoting local music across a digital platform and create connections between local musicians, promoters, BIAs and the music industry at large.
- Act as an amplifier for music to flourish in a digital format and focus on the rich musical and cultural diversity in our province to create high quality legacy content.
- Provide opportunities for BC presenters and music companies to get personnel back to work on live-streamed and recorded productions.
- Encourage collaboration and partnerships across BC's music ecosystem.
- Support opportunities for music tourism, education, artist and professional development.

GUIDELINES & ELIGIBILITY:

1. Applicants must be Canadian citizens or permanent residents of Canada and must have resided in BC for a period of six months or more prior to and at the time of applying.

2.

A) The applicant must be an eligible presenter of live music who fits into one of the following categories:

- **Limited companies, partnerships or sole proprietorships:** Registered BC businesses whose majority ownership must be held by BC residents (having resided in BC for a period of six months or more) who are Canadian citizens or permanent residents of Canada. Music BC reserves the right to request proof of residency and citizenship. Company must have been in operation for at least 2 years or has key personnel with a minimum of two years' experience.
- **Incorporated Canadian not-for-profit organizations of BC Society:** Must offer significant benefit to BC's music industry.
- **Organized collective** with a proven track record of focusing on and presenting live music in their community.

B) An eligible presenter of live music **is defined as** a limited company, partnership, sole proprietorship, or not-for-profit registered in BC who dedicates the majority of its business activity to the production, promotion and presentation of live music events within British Columbia.

Examples of an eligible presenter include:

Concert Promoters, Music Venues (including cabarets, theatres, nightclubs and approved recording studios), Music Festivals and Organizers, Societies (whose primary activity is music or music related), Music Collectives.

Examples of an ineligible presenter include:

Individual artists, groups / ensembles or musicians, music labels, production companies, recording studios (with no history of presenting / hosting live events or streams), brands, agencies or other businesses whose majority activity is **not** associated with music.

***Applicants are encouraged to reach out to info@soundon.ca if they are unsure whether they qualify as an approved presenter of live music. Applicants should be prepared to provide proof of five (5) live music events produced in the past 24 months.**

3. Applicants may receive **\$5,000 CAD** in funding for live music events taking place in British Columbia between **March 1st - August 15th, 2021**. Applicants will be required to submit a proposed budget and their total funding requested on the application form.
4. All event productions will be required to comply with COVID-19 Health and Safety protocols as defined by the Province of BC's Restart Plan, Worksafe BC, and relevant municipal guidelines. The Applicant must demonstrate how their proposed event meets current COVID-19 provincial health and safety protocols.
5. Ineligible events include: Ceremonies, label showcases or album release parties, award shows, luncheons, receptions, mixers, networking events, galas, parties, or events where music is not the primary focus (e.g., farmers markets).
- *For fundraisers, please provide detailed information in your event description on how your initiative will be collecting donations, and to which organization or charity you will be donating.*
6. Artists or presenters must have the know-how to film and livestream their own live or pre-recorded material.
7. Applicants may submit more than one application. Funding for a successful grant application may not be transferred to another grant application. A qualifying applicant and project does not guarantee approval.
8. No applicant may receive further assistance under this program if an application from a previous Music BC grant program remains incomplete.
9. As a condition of funding, successful recipients are required to promote the show on all digital and online materials (email lists, website, socials), and submit a show announcement and links to SoundON.
10. Successful recipients are required to acknowledge funding assistance on all public print, digital and online materials (including social media mentions when possible) related to the initiative being funded as listed below. Grant recipients may be asked to submit examples of acknowledgement and approved logo use in their final report.
11. Specific instructions regarding acknowledgement and project deliverables will be sent to recipients upon confirmation of grant and updated when needed.

12. Applicants do NOT need a Music BC membership to apply, nor to have had any prior relationship with Music BC.

13. Applicants will be asked to list additional funding sources and in-kind contributions. While co-productions and partnerships with additional funding are encouraged, matched funding is not required.

APPLICATION PROCESS:

All applications must be submitted online via the SoundON website. Applications must be complete; no additional materials or changes will be accepted once submitted. Applications or support materials delivered by email will not be accepted.

If you experience any difficulties with the online form or if you are unsure if your application was received, please email info@soundon.ca and we will provide you with assistance.

ONLINE APPLICATION DETAIL:

Your online application will require the following information:

1. Presenter Info; name, organization, city, region, years in business
2. Artist/Group Info; performing artist/group name, contact info, diversity & regional representation
3. Event Info; a short description on how you plan to achieve the program goals (include detail on inclusivity, originality, diversity and regional representation). Include your strategies for promotion and team, digital streaming platform, proposed budget allocations and relevant event links.
4. Proposed budget completed using the **SoundON Budget Template** and submitted in .xlsx or pdf
5. For multi-artists and in-venue presenter applications, please upload a brief outline on how the applicant plans to adhere to health and safety requirements. All applicants will be required to comply with COVID-19 Health and Safety protocols as defined by the Province of BC's Restart Plan, Worksafe BC, and relevant municipal guidelines.

ADJUDICATION AND METHOD OF PAYMENT:

The SoundON jury will be made up of a minimum of 5 members, consisting of established BC music presenters and industry professionals. All jurors are required to acknowledge any potential conflict of interest in order to ensure adjudication fairness.

All applicants will be notified about the results of their application in writing via email, **six (6) weeks** following each application deadline. Applications will be assessed on the completed application form and the quality of the support material.

Applications will be assessed on the basis of the following criteria:

- Must demonstrate viability of execution based on budget, timeframe and team;
- The presenter's ability to showcase collaboration, local partnerships, superior A/V quality and creative concepts that highlight their region and the work of professional BC musicians;
- The project plan and promotion strategy submitted;
- While applicants of all experience levels are accepted, previous experience presenting successful music events is an asset and will be considered in the adjudication process;

- Priority will be given to new or expanded initiatives, and to projects that serve a clear need or gap (i.e., those that present a wide variety of styles of music that represent and engage the full diversity of the province – genre, gender, language, ethnicity, age, etc.)
- Community-centred programming that supports underrepresented groups, including Black and Indigenous Peoples, People of Colour, people who live with disabilities, and gender diverse communities.
- Collaborative shows, unique settings, and high-quality A/V are encouraged.

Successful applicants will be presented a contractual agreement. Funding will be released at 80% once the contract is signed, and upon approval of the confirmed, published event details and receipt of assets for the SoundON website. Recipients will be required to submit a short wrap report for approval before the final 20% of funding is released.

Significant changes to the initiative must be brought to the SoundON team's attention for approval. If the initiative is cancelled or altered in any way without the consent of SoundON, the applicant must immediately return any monies distributed to the applicant by Music BC.

ELIGIBLE EXPENSES INCLUDE:

Production Fees

- venue rental
- equipment rental / backline
- event insurance

Artist and Crew Fees

- performance fees for BC artists only:
 - recommended \$250 minimum up to \$750 max per individual
 - recommended \$500 minimum up to \$1,000 max per larger group
 - recommended presenters keep between 15% - 30% of funds depending on show concept.
- crew fees (producer fee, coordinator fee, sound & light tech fee, video crew)

Marketing Fees

- graphic design fees
- online & traditional advertising
- publicist

FINAL REPORTING:

Recipients will be required to fill out a streamlined final survey outlining the outcomes and results of the digital event. Applicants who do not submit the final survey by **September 1st, 2021** will not be eligible for future funding opportunities through SoundON or Music BC.



Guidelines & Eligibilities

Recipients are responsible for all costs associated with the Initiative and for issuing all payments related to the Initiative. Recipients will be required to submit a final Initiative cost report to Music BC outlining total actual costs incurred for the event (including, but not limited to \$5000 minimum expenses associated with this award).

Recipients will not be required to submit proof of payment within their cost report; however Music BC reserves the right to request invoices and acceptable proof of payment associated with the Initiative which include, without limitation, bank statements, credit card statements, processed cheques, e-transfer receipts or wire transfer receipts. If requested by Music BC, Recipient will provide such proof of payment in a reasonably timely manner. All proof of payments associated with the Initiative requested by Music BC should include the date, amount paid, and name of the account holder that match the information on the invoice. Cash payments and/or signed invoices are not accepted.

Still have questions? Contact us at info@soundon.ca