

Artist Development Application Form

Visit <http://musicnl.ca/artist-development-program/> for full details.

Biography & Professional History

Please include an up-to-date biography. Professional history should include recent successes and work in chronological order from the most recent. Include awards and nominations, notable gigs and tours, professional development, your discography, and anything else that a jury may find relevant.

Website, Social Media, & Streaming Links

Please include links to your social media and streaming links. Often applicants write find me at “Artist Name” on Facebook. Jurors don’t want to have to search for you online, all the information should be made as easy as possible for them to access.

Team (management/publicity/producer/recording engineer/booking/label support/etc).

Please provide short bios for your team members.

Project Summary/Description

Some important details to remember:

- What is the project (album, singles, EP)?
- Why are you doing this project right now?
- Include your track list (if applicable)
- Why are you working with the team you’ve chosen?

Project Timeline

Be specific! Writing “June – October” is not enough for a timeline. Include dates (month only is fine) for important milestones such as recording, mixing, single release, video release, etc. Don’t compress your timeline, give yourself plenty of time to accomplish every portion of the project. Here is what your timeline should look like:

- January 2022- Pre-production
- February 2022- Tracking in studio
- March 2022 – Mix and master
- April 2022 – Music video shoot. Graphic design & photography for album art and social content
- April 15 – May 15, 2022 – Marketing campaign begins for single #1
- May 15, 2022- Release single #1
- June 1, 2022- Release music video for first single
- July 5, 2022 – Release album with focus on single #2
- July – September, 2022 – Festival Dates & Eastern Canada tour in support of album release

Marketing Plan

Your marketing plan should go hand in hand with your projected goals. The first place to start is to establish what these goals are. Your goals could be many things such as getting more streams, building your social media following, selling more merchandise, getting more live shows/touring, and/or being nominated for an award. Ask yourself, “When this project is finished, where would I like to be?”

Once you’ve established your goals, think about what your brand is. As a starting place, think about the branding of artists you admire. What do you love about those artists? What stands out to you about how they brand themselves? What words do you associate with them? In a world where thousands of songs are getting released every week, your brand should set you apart from the competition. What makes you authentic?

So, you’ve got your goals and know your brand, now it’s time to identify your audience. Knowing who you’ll be targeting in your marketing is crucial to a successful campaign. What is your target demographic as an artist? Start by asking yourself:

- How old are they?
- What gender are they?
- Where do they live?
- What kind of personality do they have?
- What are they passionate about?
- Who are some of their other favorite artists?
- What are they willing to spend their money on?
- What’s their favorite social media platform?
- What’s their favorite way to listen to music?
- What websites or publications do they like to read?
- What newsletters do they subscribe to?
- Outside of music, what are they really into?

Finally, once all this is done, it’s time to put a plan in action using your brand and your goals to market to your audience. This is where you get to have fun, experiment, and let your creativity shine! Think about how you can use assets like your website, social media channels, and email list to your advantage. Depending on your budget, you may also want to consider efforts around publicity, playlisting, advertising, content creation, touring, strategic networking, or whatever else you think will have a big impact. Don’t be afraid to think outside of the box if there’s something you think will really resonate with your audience. Whatever you choose, just remember that every tactic in your marketing plan should be measurable and directly reflect your goals.

Here are some examples of different mediums to market your project:

- Social media
- Traditional/print media
- Radio
- Playlists
- Blogs
- Live shows/touring
- Website
- Video Content

Be specific with the areas you choose. For example, if you plan on marketing via social media, what platforms are you going to use? Why did you pick those platforms specifically? What kind of content will you be publishing? If you want to market via traditional media, what outlets will you be contacting (CBC, NTV, VOXM, etc.) and why?

You may also want to consider hiring professionals to help with your marketing and marketing plan. There are industry professionals who specialize in social media marketing, publicity campaigns, and radio campaigns. A quick Google search will give you lots of options to choose from.

Measured success including projected goals and expected results.

It is very important to use SMART goals.

- Specific (simple, sensible, significant).
- Measurable (meaningful, motivating).
- Achievable (agreed, attainable).
- Relevant (reasonable, realistic and resourced, results-based).
- Time bound (time-based, time limited, time/cost limited, timely, time-sensitive).

1. Specific

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions:

- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?
- **Where** is it located?
- **Which** resources or limits are involved?

2. Measurable

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal. A measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

3. Achievable

Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it. An achievable goal will usually answer questions such as:

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

4. Relevant

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal. A relevant goal can answer "yes" to these questions:

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?
- Is it applicable in the current socio-economic environment?

5. Time-bound

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals. A time-bound goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?

Examples of SMART Goals

- Grow my Facebook following from 1,000 followers today to 2,000 followers by the end of the album cycle (January 2023).
- Have the first single reach the East Coast Countdown Top Ten within the first 3 months of release.
- Reach 10,000 streams on all streaming platforms within the first year of the album release
- Sell 500 copies of the physical CD within the first 12 months of the release
- Tour Atlantic Canada within 6 months of the album release
- Get the first single placed in light rotation on CBC radio within the first 6 weeks of release.

Remember: how you will achieve these goals should be reflected by your marketing plan. When creating your goals be optimistic, but also realistic. For the most part jurors can tell if someone has attainable goals or not.

Please upload a complete budget for the project.

Your budget should be tidy and easy to read. Include expenses and revenues. Don't forget to have a healthy amount for marketing. Here is a budget example:

Project ABC Budget				
Expense Category	Vendor	Details	Cost	MusicNL Eligible (75%)
Production/Engineering	Jimmy X	\$500 per track X 10 tracks	\$ 5,000.00	\$ 3,750.00
Mixing/Mastering	Sara B	\$150 per track X 10 tracks	\$ 1,500.00	\$ 1,125.00
Online Distribution	Distrokid	Annual Fee	\$ 50.00	\$ 37.50
Marketing	Playlist Push	Pitching to Spotify playlist curators	\$ 250.00	\$ 187.50
Marketing	Earshot! Radio Distribution	Pitching to College/Community radio across Canada	\$ 50.00	\$ 37.50
Photography	Stephen Z	New headshots for website, socials, and album artwork	\$ 200.00	\$ 150.00
Graphic Design	Michelle W	Graphic Design for album layout and website	\$ 500.00	\$ 375.00
Music Video	MV Productions	Music video + teasers for Song A	\$ 1,000.00	\$ 750.00
Marketing	Facebook	Facebook Ads	\$ 250.00	\$ 187.50
Marketing	NL Publicity	Publicity campaign for 6 months	\$ 5,000.00	\$ 3,750.00
Marketing	SubmitHub	Submitting to bloggers and influencers	\$ 200.00	\$ 150.00
Manufacturing	Vinyl R Us	Printing 100 vinyl at \$20 each	\$ 2,000.00	\$ 1,500.00
		Album Release Show		
Total			\$ 16,000.00	\$ 12,000.00
Revenue	Details		Amount	
Vinyl Sales	100 at \$40 (\$20 profit)		\$ 2,000.00	
ArtsNL Funding	Confirmed November 2021		\$ 5,000.00	
City of St. John's	Pending (submitted November 2021)		\$ 1,000.00	
MusicNL Funding	Pending (submitted December 2021)		\$ 5,000.00	
Album release show	100 tickets @ \$20 per ticket		\$ 2,000.00	
Artist Contribution	Personal savings		\$ 1,000.00	
TOTAL			\$ 16,000.00	
Amount Requested From MusicNL				\$ 5,000.00
<i>*Any shortfalls will be paid by artist.</i>				

Please upload 1-2 letters of support (optional)

Letters of support are not required for the application, but it's highly recommended that you include 1 or 2. Make sure these letters come from industry professionals (not a family member or friend).

Juror Rubric

Here is the rubric which jurors use to score all the applications. Pay attention to how much each component is worth:

Artistic Merit: 20 points
Does this artist portray professionalism and authenticity? Do they have a clear and cohesive brand? What do they offer to differentiate themselves from other musicians? <i>*Based on Biography & professional history; website & social media links; photo; team; and letters of support (if included)</i>
Music & Lyrics (if applicable): 25 points
Is there a coherence and originality to the music and lyrics (if applicable) of the submission? Do the submitted demos showcase quality song writing and arrangements?
Project Plan: 20 points
Will this project help advance the artist's career? Is the project description well thought out? Is the project timeline and budget practical? Are there measurable project goals that can be reasonably achieved? <i>*Based on Project summary/description; project timeline; budget; & measured success</i>
Marketing Plan: 25 points
Does the marketing plan make sense? Are there concrete targets and projections? Is there an expected impact of the initiative that the artist hopes to achieve? Are these goals reasonable?
Presentation: 10 points
With the complete submission package in mind, does this submission meet your standards of excellence? Is the application easy to read and free of errors? Did the submission make you want to learn more about the artist? -----
Total: 100 points

Sample Marketing Plan

Here is a sample marketing plan. This plan was written in 2015 so some of the information is outdated, but it's just meant to be a jumping off point to give you some ideas and help you get started.

RRS Marketing Plan

Press & Publicity

Indoor Recess have taken on the pivotal role of handling media relations for RocketRocketShip's national marketing campaign. Joanne Settingington and Beth Cavanagh have been commissioned for a six-month period to build RocketRocketShip's presence in Canadian media and the marketplace through outreach to print, television, CBC, online media outlets, campus (print and radio) and community radio. The overarching goal will be to grow RocketRocketShip's album buying and live performance fan-base through heightened support in lifestyle and music media.

PRINT – Long Lead, primary national dailies and weeklies, as well as secondary dailies and weeklies pending tour dates, and genre-specific outlets

- Long Lead Print, e.g. Exclaim!, Canadian Musician, SOCAN "Words & Music"
- National Print, e.g. Metro Chain of Newspapers, Sun Chain of Newspapers, CP Newswire, Postmedia Chain
- Weekly Magazines, e.g. Georgia Straight, FFWD, Vue, Planet S, Scene, Now, The Grid
- Regional Dailies, e.g. Victoria Times Colonist, Vancouver Province, Vancouver Sun, Edmonton Journal, Calgary Herald, Calgary Sun, Winnipeg Sun, Saskatoon Star Phoenix

TELEVISION – (contingent on artist genre as well as the artist's availability in media markets as well as artist tools such as videos, in studio footage, youtube videos etc)

- Interviews / performances - e.g. eTalk, ET Canada, Canada AM, City TV & Breakfast TV, CBC, CTV, MUCH

ONLINE (feature interviews, email Q&A's, acoustic performances, advance album streams, album reviews)

- Primary online outlets - e.g. Huffington Post Canada, AUX, MSN.ca, etc) as well as secondary online outlets and blogs and genre-specific outlets

CAMPUS (feature interviews, album reviews, concert listings)

- Campus papers and online across the country, e.g. The Charlatan, TheVarsity, The Gazette

CBC OUTREACH

- Request that the album be sent through the library system for all of the producers in Canada to have access.
- Solicit for album streams, potential airplay, and performances, on camera opportunities, online interviews, and specific blog stories (ie Mother's Day special, Prom special, etc).
- The following list is an example of potential national and local shows to reach out to (where appropriate):

All In A Day	CBC News Network
CBC Radio One Q	CBC News.ca
CBC Radio 2	CBC TV Saskatoon
Mainstreet	DNTO
The Strombo Show	Afternoon Edition
CBC Music.ca	Album Streams (ie. SONICA)KW
The Morning Edition	Daybreak Alberta
Metro Morning	The Homestretch
Here & Now	Radio West
Ontario Morning	CBC Radio 3
Morning North	On The Coast

SIRIUS XM/CAMPUS/COMMUNITY RADIO PROMOTION:

Indoor Recess will pursue Community, Campus Radio and Sirius XM (Satellite) for airplay, features, interviews and performances (where applicable). Targets include: e.g. SiriusXM "Live at The Verge", SiriusXM "Press Play", CKCU, CKUA, 680 News, Newstalk 1010, The Scope @ Ryerson, etc.

TOUR PRESS SOLICITATION:

During the Campaign, the above relevant national print, regional dailies, regional weeklies, television, campus, CBC media outlets and community radio will also be solicited for advance interviews, in market interviews, concert mentions and listings.

Commercial Radio

The first single will be "White Dress Black Lights," followed by "Goodnight is Not Goodbye." RocketRocketShip will be aiming for airplay on top 40, Hot AC, and satellite radio. To do this, the band will be hiring a radio tracker and leaning on radio programmers with whom they have already developed a solid relationship. RocketRocketShip's previous single, "Here To Us," received airplay on over 30 commercial stations across Canada, representing a solid place to start pitching singles from their upcoming album, *Friday Night Fever*. The band was particularly

well-received by Moncton's K94.5 where they were added to the station's Hall of Fame after beating Drake in a New Music Showdown. All local pop/rock stations in Newfoundland & Labrador have shown their support by keeping "Here's To Us" in heavy rotation since its release.

Promo Video/Photo

The band has hired Trenches Media to record video footage of the studio process from start to finish for a special "The Making Of..." promo series. Trenches Media will then edit the footage to deliver three 60-second previews, plus three 15-second previews that will be used in the promotion of each single. Information such as tour dates, iTunes link, official web link, etc, will be included in the video itself, and printed in the video caption below. The videos will then be uploaded to YouTube and distributed through all official RocketRocketShip social media pages. "The Making Of..." video series is meant to engage RocketRocketShip's audience through the offering of 'behind the scenes' footage, while also promoting each of the band's latest singles.

In addition to video footage, Trenches Media will be including still photography as part of their package for RocketRocketShip to use on posters, and other social media campaigns.

Digital Marketing

The official website will be reskinned to reflect the new artwork for *Friday Night Fever*, and will receive a complete overhaul in terms of layout. The goal is to make www.rocketrocketship.com a one-stop shop for industry folk and fans alike. All social media platforms will feed automatically into their respective plug-ins on the official site so RocketRocketShip can keep their visitors abreast of the band's latest activity, and to entice fans to 'like' and 'follow' the band on their favorite medium. The standard 'Tour,' 'Music,' 'Media,' 'Contact,' and 'Store' pages will be added to the site. New splash pages will be regularly swapped out to promote new releases as they happen (radio single, video, tour announcement, etc).

The official RocketRocketShip social media pages will be the band's most important digital marketing tools. The band will continue to post regularly on Facebook and Twitter about shows, release dates, etc. The still photography of the band's studio sessions captured by Trenches Media will be shared through Instagram, FB, Twitter, as mentioned in the 'Promo Video/Photo' section above.

As the majority of RocketRocketShip's target market is still in high-school, keeping fans engaged on social media will keep the band's music at the top of

their fanbase's playlist. One idea is to launch a 'look-alike' photo contest through social media where fans (and their friends) are invited to submit their best attempt at recreating one of RocketRocketShip's press photos. The best photo will win tickets to a show swag bag full of merch.

Distribution

RocketRocketShip will be releasing *Friday Night Fever* independently. The group sells the majority of their music off-stage while on tour, but fans can also purchase hard copies through the RocketRocketShip Online Merch Store.

RocketRocketShip also has strong support from local Newfoundland record stores, especially Fred's Records in St. John's.

Friday Night Fever will be distributed digitally through TuneCore.

Tour

RocketRocketShip is looking for national exposure in support of their upcoming album, *Friday Night Fever*. The band has already pitched to various booking agents/contacts in their network for RocketRocketShip to support a larger act on a full Canadian tour. Local music manager, Bob Hallett, has been plugging the band to East Coast label/concert promoter, Louis Thomas of Sonic Entertainment Group. To date, the band has performed with the likes of Marianas Trench, The Arkells, Down With Webster, Faber Drive, Shawn Desman, Tyler Shaw, and These Kids Wear Crowns. They have also headlined their own tours in Eastern Canada and Ontario.

With or without a supporting slot, RocketRocketShip will be lining up a Canadian tour to launch *Friday Night Fever*. In the first leg of the tour, the band will be revisiting markets in NL, NS, NB, PE, QC, and ON. In the second leg, the band will be expanding into new markets including MB, SK, AB, BC. A proposed list of venues is as follows:

St. John's, NL – The Rockhouse
Clareville, NL – The Events Centre
Corner Brook, NL – The Backlot

Halifax, NS – The Seahorse

Moncton, NB – Plan B

Fredericton, NB – The Capital

Charlottetown, PE – Baba's

QC – Casa Del Popolo

Quebec, QC – Le Cercle

ON – The Horseshoe

Etobicoke, ON – The Rockpile

St. Catherine's, ON – Detour Music Hall

Hamilton, ON – This Ain't Hollywood

Kitchener, ON – The Outpost

Ottawa, ON – Babylon

Winnipeg, MB – The Cavern

Brandon, MB – SUDS/Brandon University

Regina, SK – Exchange/The Club Montreal,

Saskatoon, SK – The Underground Café

Edmonton, AB – Pawn Shop Live Toronto,

Calgary, AB – The Hub

Vancouver, BC – The Roxy

Merchandise

RocketRocketShip's fanbase has consistently shown its support through the purchase of branded merch. As such, the band's merch has become an important marketing tool, particularly in the promotion of RocketRocketShip's music among their younger demographic (14-19yrs).

Each of RocketRocketShip's products is branded with the band's logo. The best-selling items – and consequently most effective promotional tools – have been RocketRocketShip T-shirts (men's & women's), tuques, buttons, and wristbands. The band uses their stickers as 'value added' freebies. Merch is sold at every RocketRocketShip show and through their online store.

For the release of *Friday Night Fever*, RocketRocketShip will be partnering with a graphic design student from Ryerson to create cutting-edge album art that will transfer seamlessly to soft merchandise. The idea is to tap into visual themes that RocketRocketShip's young audience will buy into, and maintain brand consistency among merch / promo materials.