



DRAFT CRITERIA

Artist Development = Record and Release

Eligibility for Tiers:

\$2,500 – Anyone can apply

\$5,000 – Must have at least 2 songs commercially released in the last 3 years. This can be in the form of singles, or an EP/album with 2 or more songs on it.

Plus at least one of:

- Touring (A minimum of 3 dates across NL or the Atlantic region in the past year)
- Award recognition (MusicNL, ECMA, ArtsNL, YWCA, St. John's Applause Awards, Canadian Folk Music Awards, Canadian Country Music Awards, Women in Music, SOCAN awards, Polaris Music Prize etc...)
- Press coverage (Musical Connections, Out of the Fog, St John's Morning Show with Krissy Holmes, Weekend AM with Heather Barrett, Jigs & Reels - Newfoundland Music Radio Show, CHMR 93.5, Global Frequencies- ANC, East Coast Music Hour...)

This list is non-exhaustive; please contact the Program Manager if you are an artist who has further press coverage or awards that are not in this criteria

\$10,000 – Recommend that applicant **meets 3** of the following:

- Minimum of 1,000 lifetime units sold of all releases combined or a minimum of 10 thousand dollars worth of merchandise, sold within the last 3 years.
- Minimum of 20,000 streams across all platforms (Spotify, Apple, Amazon Music, Tidal)
- Minimum of 5,000 social media followers across all platforms (Facebook, Instagram, TikTok)
- Minimum of 30 performances within the past 3 years or a 10-date tour booked in the next 12 months
- At least 1 Song has charted on CBC Music Top 20, been added to a curated playlist (Spotify, Apple, Amazon Music) or achieved a sync deal (film, TV series, adverts, video games, trailers..etc)
- A professional support team that can include: artist manager, record label, booking agent, publicist, publisher.
- Award recognition (MusicNL, ECMA, ArtsNL, YWCA, St. John's Applause Awards, Canadian Folk Music Awards, Canadian Country Music Awards, Women in Music, SOCAN awards, Polaris Music Prize etc...)
- Previously showcased at juried music industry event in the last 3 years (Music Celebration Week, ECMA showcases, FAI, CFMA, CCMA, M for Montreal... This list is non-exhaustive; please contact the Program Manager if you are an artist who has other juried showcases that are not in this criteria)



Eligibility Criteria:

- Applicant must have been a resident of Newfoundland & Labrador for at least six (6) months prior to the application. Proof of residency may be required.
- At least 80% of the project being funded cannot be compiled of previously released material by the artist.
- The majority of any material to be recorded must be original content. In some special instances, the jury may waive this requirement (i.e. specific genres). This waiver will be made at the discretion of the jury on a per project basis.
- Recordings must be completed in a studio that is located in Newfoundland and Labrador in order to access as an eligible expense. If your proposal includes recording outside of NL, please provide a rationale as to why this recording must be completed outside of the province.

Important Notes:

- Projects started but not released will be eligible for funding.
- Not-for-profit groups or associations are not eligible under this program.
- Payment will be issued with 75% up front and 25% upon receipt of final report.
- Monies are a grant and not repayable.
- Artists that have already received funding assistance under this program are not eligible to reapply to the program for a period of twelve (12) months after the official release of the funded project.
- Persons applying for funding are encouraged to hire individuals and businesses based in Newfoundland and Labrador. Any portion of the project not completed by an NL resident vendor (where applicable) will only be eligible for 25% of costs reimbursed. If your proposal includes expenses incurred outside of NL, please provide a rationale as to why these expenses must be incurred outside of the province. If you have any questions about this, contact the MusicNL office.
- All music genres are eligible for support.

Eligible Costs:

- Production/Pre-production
- Mixing
- Producer fees
- Engineer fees
- Musician fees
- Mastering
- Manufacturing (covered at a maximum of 25% of requested amount)
- Design & layout if applicable
- Equipment rentals



- Eligible Costs for Marketing and Promotion:
 - Website Design/re-design related to the project
 - Printing Costs for Release (Posters, invitations)
 - Social media marketing
 - Advertising costs (product release) -radio, television, newspaper ads
 - Publicist
 - Radio tracker
 - Video content creation
- Only those expenses incurred following the submission of the application
- Consultant fees related to the project (consultation, grant writing, etc.)
(covered at a maximum of 10% of requested amount)

**Note: If applicant is also a professional studio owner, a cap of 25% will be applied to eligible studio expenses.*

Ineligible Costs:

- Management and legal fees
- Equipment purchases
- All local transportation and all food expenses
- Payments without proper receipts
- Donated services
- Album release party expenses
- Expenses not mentioned under eligible expenses
- Expenses incurred prior to the submission of application