

Sample form, not for offline completion.

Visit <https://musicnl.grantplatform.com> to apply.



99 Queens Road
St. John's, NL
A1C6M6
709-754-2574
www.musicnl.ca

3 - \$10,000



Start here

This program fosters and supports Newfoundland and Labrador's music industry through the funding of diverse artists and genres in singles, EP's, full-length sound recordings, marketing and promotion materials.

Artist or Group name

Heads up! The Artist or Group name above will be how your application is identified in your dashboard. Please make sure it is accurate and reflects your professional name or band name

Project Title

Enter a specific project title that will help you remember what is the purpose of your application.

Project Summary

Provide a one-sentence summary of your activity and dates.

le
Fall 2027 Album Recording

The project start and end dates will be determine the project's eligible cost period, and cannot start before the submission date of this application.

Select the start and end dates below:

Start Date

End date

Are you applying to support the recording, release or marketing of a sound recording (album, EP, single, music video)?

Yes

No

Are you applying for funding for pre-production, marketing, radio promotion, or single production activities?

Yes

No

Projects including pre-production travel, songwriting travel, marketing campaigns, radio promotion, single production are eligible **ONLY** at the 2500 tier

Scoring criteria to consider throughout your application.

• **Artist Merit:** 20 points

◦ Based on Biography & professional history; website & social media links; team; and letters of support.

• **Music & Lyrics:** 20 points

◦ Based on the demos and lyrics submitted.

• **Project Plan:** 20 points

◦ Based on Project summary/description; project timeline; budget; & measured success

• **Marketing:** 20 points

◦ Based on the marketing plan submitted.

• **Presentation:** 20 points

◦ Based on the overall completeness of the whole application package.

The following questions are for statistical purposes only

Which region of Newfoundland and Labrador do you currently reside in?

St. John's Metro

Avalon Peninsula (excluding St. John's Metro)

Central Newfoundland

Eastern Newfoundland

Western Newfoundland

Labrador

Eligibility \$10,000

Once you complete this section, please scroll down and click the green "Check Eligibility" button to proceed.

Have you lived in Newfoundland & Labrador for the past 6 months prior to the submission of this grant application?

Yes

No

In order to be eligible for our programs and awards, you must be living in Newfoundland & Labrador at the time of application.

Are you currently a member of MusicNL?

Yes

No

In order to be eligible for our programs and awards, you must be a member of MusicNL at the time of application.

Please check that your membership is up-to-date here -<https://musicnl.ca/directory/#ldirectory>

Do you have an Artist Development project still in progress?

Yes

No

If you still have a project that has not been completed (including final report) you may not apply to this program.

Applicants who have uncompleted projects and/or funding reports are not eligible to apply. For more information, contact programs@musicnl.ca

Have you received Artist Development funding in the past 2 years?

Yes

No

Do you meet at least 3 of the following requirements?

- 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 (total) 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 2 songs commercially released in the last 5 years. This can be in the form of singles, or an EP/album with 2 or more songs on it
- 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 and/or nomination recognition (MusicNL, ECMA, ArtsNL, 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 list)

Sales & Reach

This section establishes minimum commercial viability. The metrics indicate the applicant has established a commercial footprint and audience base.

Performance history

This verifies the applicant is committed to live performance and has the ability to book shows, suggesting industry connections and audience demand for their live work.

Releases

The requirement ensures applicants are current and productive in their recording career, not relying solely on older material.

Industry recognition

An applicant must demonstrate professional credibility through at least one form of industry recognition - whether that's playlist inclusion, charting, having professional representation, winning awards, or being selected for showcase opportunities. This confirms the artist's work is being recognized and supported beyond their immediate fan base.

Are you using any Artificial Intelligence tools or software to create demos, recordings, or other project materials?

Yes

No

Please note that projects involving Artificial Intelligence-generated content for demos or any other materials are **not eligible** for funding.

Other Funding Sources

Applicants are expected to seek diverse sources of funding. MusicNL does not have the resources to be the sole funder of any project. Please prepare a funding plan that outlines all anticipated funding sources and include them below.

Have you applied or are planning to apply for **Canada Council of the Arts**?

Yes

No

Program name: Explore and Create

What can you fund with it: Eligible projects may include writing, research for writing, demos, recording, marketing and promotion, and others. This information is provided as a reference only — please contact Canada Council for the Arts to learn more.

Max amount:

- Up to **\$75,000 per application**

Link: canadacouncil.ca/funding/grants/explore-and-create

Amount, program and date of application for Canada Council of the Arts: (optional)

500 words

Have you applied or are planning to apply for **ArtsNL**?

Yes

No

Program name: Professional Project Grants Program

What can you fund with it: Eligible projects may include creation, production, administration, travel, and professional development costs related to music and other artistic disciplines in Newfoundland & Labrador. This information is provided as a reference only — please contact ArtsNL to learn more.

Max amount:

- **\$6,000 per application** for new professional artists (less than 3 years of practice)
- **\$15,000 per application** for established professional artists (more than 3 years of practice)

Link: <https://artsnl.ca/grants/ppgp/>

Amount, program and date of application for ArtsNL: (optional)

500 words

Have you applied or are planning to apply for **FACTOR**?

Yes

No

Program name: Artist Development

What can you fund with it: Eligible expenses toward a year of artist development activities including sound recording, touring, showcasing, video production, and marketing. Intended for early-career artists. This information is provided as a reference only — please contact FACTOR to learn more.

Max amount: **Up to \$5,000** for the course of 1 year (date of application to February 5, 2027)

Link: factor.ca/programs/artist-programs/artist-development

Program name: Juried Sound Recording – Album

What can you fund with it: Eligible projects may include production of a full-length album, as well as marketing, video, tour support, showcasing, and radio marketing. This information is provided as a reference only — please contact FACTOR to learn more.

Max amount: **\$10,000 per project**

Link: factor.ca/programs/artist-programs/juried-sound-recording-album

Program name: Juried Sound Recording – Single/EP

What can you fund with it: Eligible projects may include recording, marketing, video production, radio marketing, and live performance support for a single or EP release. This information is provided as a reference only — please contact FACTOR to learn more.

Max amount: **50% of the total eligible budget, to a maximum of \$25,000**

Link: factor.ca/programs/artist-programs/juried-sound-recording-single-ep

Amount, program and date of application for FACTOR: (optional)

500 words

Have you applied or are planning to apply for **SOCAN Foundation**?

Yes

No

Program name: Professional Development Assistance

What can you fund with it: Eligible projects may include attendance at music industry conferences, courses, seminars, and workshops to advance your career as a music creator or publisher. This information is provided as a reference only — please contact SOCAN Foundation to learn more.

Max amount: **\$1,500 per application** (eligible once every two calendar years)

Link: socanfoundation.ca/grants

Program name: Music Creator Scholarship

What can you fund with it: Eligible projects may include tuition, course materials, and other education-related expenses for post-secondary students specializing in music production, composition, or songwriting. This information is provided as a reference only — please contact SOCAN Foundation to learn more.

Max amount: **\$1,000–\$5,000 per application (one-time grant)**

Link: socanfoundation.ca/grants/music-creator-scholarship

Amount, program and date of application for SOCAN Foundation: (optional)

500 words

Have you applied or are planning to apply for **MUSICACTION**?

Yes

No

Program name: Soutien à l'émergence – Aide à la production

What can you fund with it: Eligible projects may include production of 2–4 digital tracks and industry outreach activities for early-career francophone artists. Available only once per artist career. This information is provided as a reference only — please contact MUSICACTION to learn more.

Max amount: **\$5,000 per project (one-time only)**

Link: musicaction.ca/programmes/soutien-a-lemergence-aide-a-la-production/

Program name: Programme d'aide à la production d'un album

What can you fund with it: Eligible projects may include recording, mixing, mastering, and marketing of a full album of at least 6 tracks or 20 minutes for francophone Canadian artists. This information is provided as a reference only — please contact MUSICACTION to learn more.

Max amount: **varies per project (50% of eligible costs)**

Link: musicaction.ca/programmes/production-dun-album

Amount, program and date of application for MUSICACTION: (optional)

500 words

General information

This section allows jurors to understand your brand, authenticity and professionalism. Artist Merit will be scored based on this section and your letters of support

Assessment criteria:

Artist Merit: 20 points

Music & Lyrics: 20 points

Project Plan: 20 points

Marketing: 20 points

Presentation: 20 points

Biography and professional history.

500 words

Please include an updated 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.

Please list your awards and accomplishments (past 24 months)

Provide a focused list of your awards, nominations, and accomplishments from the last 24 months only.

This is not a repeat of your biography — it is a concise, standalone summary of your most recent highlights for the jury to reference quickly.

Please list your press highlights (past 24 months)

For each entry, include the outlet name, date, and type of coverage. This helps our jury evaluate your media presence alongside your other achievements.

Website

Please provide a link to your website. Make sure your website is up-to-date and that the link works for the jurors.

Social media link 1

Please provide the links to your Facebook, Instagram or any other social media channels that showcase your work.

Make sure the links are up-to-date and functional for the jury.

Social media link 2

Please provide the links to your Facebook, Instagram or any other social media channels that showcase your work.

Make sure the links are up-to-date and functional for the jury.

Social media link 3 (optional)

Please provide the links to your Facebook, Instagram or any other social media channels that showcase your work.

Make sure the links are up-to-date and functional for the jury.

Streaming Link 1

Streaming Link 2

Streaming Link 3 (optional)

Project Details

This section allows jurors to understand your project's merits, feasibility and impact. Project and Marketing plan will be scored based on this section, your team members and your budget.

Assessment criteria:

Artist Merit: 20 points

Music & Lyrics: 20 points

Project Plan: 20 points

Marketing: 20 points

Presentation: 20 points

Tell us about your project

1000 words

Consider the following questions to guide your answer:

- What exactly are you planning to do, and how?
- What is your project (album, singles, EP)? Include your track list if applicable.
- What is the artistic and/or cultural rationale for your project? Why are you doing this right now?
- What are your musical inspirations and influences?
- Does your project include any artistic risks? If so, how?

What is your project timeline? Provide important milestones.

3500 characters

Be specific. Writing “June – October” is not enough for a timeline. Include approximate dates (month only is fine) for the phases of your project. You can provide this through important milestones such as recording, mixing, single release, video release, etc.

Important! Don't try to compress your timeline! you need to give yourself enough time to carry out every portion of the project.

Below is an example of how your timeline should look like:

- **January 2022- Pre-production**
- **February 2022- Tracking in studio**
- **March 2022 – Mix and master**

Please write your marketing plan below:

700 words

Please provide sufficient information and context for this question, with a minimum of 350 words. Your marketing plan should contain 2 key components: **Brand identity** and **Audience**. You should present the plan using your brand and your goals to market to your audience.

Consider the following questions to guide your answer:

- Who are your intended audiences or communities? (e.g. *the arts community, your cultural community, your fanbase, etc.*)
- How will you engage with your intended audience or communities?

Tell us about your objectives for the upcoming 12 months.

700 words

Consider:

- ~ **What are the desired outcomes?**
- ~ **How will you achieve those outcomes?**
- ~ **How will this project help your objectives?**

Describe the specific actions you intend to take.

Focus on immediate and achievable goals. Please provide sufficient information and context for this question, with a minimum of 350 words.

Consider the following questions to guide your answer:

- What are the potential artistic outcomes you hope to achieve, and how will this contribute to your artistic development?
- How will your project benefit artists, participants, audiences and communities?

Team

This section allows the jurors to measure your Project Plan's feasibility.

You can add: group members, hired musicians, members of your administrative team (booking agent, manager, etc.) and/or contractual service providers, such as recording studios, sound technicians, producers, photographer, graphic artist, marketing consultant, etc.

Important! You are responsible for:

- ensuring safe and fair working conditions for all participants in your project
- complying with any regional, national and international public health and travel measures that impact your project

Name

Role / Title

If this person is not one of your band members, tell us more about them:

(optional)

~ Why would you like to work with them?

~ What kind of qualifications and experience are they bringing to the project?

~ How will your team member help you successfully carry out your project and/or reach your intended audience or communities?

Recordings

This section is for uploading your assessment tracks, their lyrics and more recording details.

Please note that you must provide at least two assessment tracks of the material you will be recording as part of this application. **These can be rough demos.** And although two are required, you can add up to three assessment tracks. Music & Lyrics will be scored based on this section.

Assessment criteria:

Artist Merit: 20 points

Music & Lyrics: 20 points

Project Plan: 20 points

Marketing: 20 points

Presentation: 20 points

PRODUCTION

Name and location of the studio where this project will take place:

20 words

Name and location of the studio where mixing will take place:

20 words

Name and location of the studio where mastering will take place:

20 words

Track 1

Assessment Track 1 - Title

20 words

Assessment Track 1 - Composer(s)

20 words

Assessment Track 1 - Recorded at

20 words

Please upload an MP3 of Assessment Track #1



Lyrics, if applicable (optional)

Assessment Track 1 is a:

- Rough Demo
- Rough Mix
- Finished Master

Track 2

Assessment Track 2 - Title

20 words

Assessment Track 2 - Composer(s)

20 words

Assessment Track 2 - Recorded at

20 words

Please upload an MP3 of Assessment Track #2



Lyrics, if applicable (optional)

Assessment Track 2 is a:

- Rough Demo
- Rough Mix
- Finished Master

Track 3

Assessment Track 3 - Title (optional)

Assessment Track 3 - Composer(s) (optional)

Assessment Track 3 - Recorded at (optional)

Please upload an MP3 of Assessment Track #3 (optional)



Lyrics - 3 (optional)

Assessment Track 3 is a (optional)

- Rough Demo
- Rough Mix
- Finished Master

Budget

Specify all eligible expenses and revenues

- The Applicant must submit a quote from the recording studio(s) and from other significant service providers such as a producer, hired musicians, mixing and mastering studio, sound engineer, graphic designer, etc.
- Letters of intent from producers or other team members will strengthen the application.

The above documents can be submitted in the **Supporting material tab**.

**For all eligible expenses, consult the ELIGIBLE EXPENSES at <https://musicnl.ca/artist-development-program/>

Check this box to see a list of Eligible and Ineligible Expenses (optional)

Artist Development - Project EXPENSES

	Category	Vendor name or Service Provider	Cost Breakdown	Total Costs	Requested from MusicNL	Notes
1	Artist Fees					
2	Producer Fees					
3	Musical arrangements					
4	Hired musician fees					
5	Gear rental					
6	Studio - Recording					
7	Studio - Mixing					
8	Studio - Mastering					
9	Artwork/Layout					
10	Photography					
11	Video production					
12	Marketing					
13	Manufacturing					
14	Travel					
15	Other project expenses A (Add details in Notes column)					
16	Other project expenses B (Add details in Notes column)					
17	Other project expenses C (Add details in Notes column)					

Paste on this field the TOTAL COSTS amount as shown on the Expenses table above:

⚠ **Make sure this number matches exactly the total shown in the table above.**

Artist Development - Project REVENUES

Revenue sources	Amount	Is this amount confirmed? (Please enter Yes, No, Pending, or Not Applicable)	Notes
1	MusicNL (amount requested in this application)		
2	ArtsNL		
3	FACTOR / MUSICACTION		
4	Canada Council of the Arts		
5	SOCAN Foundation		
6	Municipal funding		
7	Concert ticket sales, box office, presentations		
8	Fees from workshops, conferences, classes		
9	Sales, broadcasting, advertising, merchandise, online services		
10	Donations		
11	Sponsorships		
12	Fundraising events		
13	In-kind contributions (please detail in Notes)		
14	Applicant contribution		
15	Other revenue A (Add details in Notes column)		
16	Other revenue B (Add details in Notes column)		
17	Other revenue C (Add details in Notes column)		

Paste on this field the TOTAL REVENUE amount as shown on the Revenue table above:

△ Make sure this number matches exactly the total shown in the table above.

Requested MusicNL funding amount:

This amount must match line 1 in the Revenue table above

Percentage of Project funding requested from MusicNL:

Please provide the following information for statistical reporting

Enter amounts in CAD

1	Total estimated project cost (must match total cost in expenses table)
2	Amount spent in Newfoundland and Labrador
3	Amount spent in Canada
4	Amount spent outside of Canada

Supporting material

In this section you can upload **up to SEVEN** documents: such as letters of support or intent, resumes, quotes (multiple quotes in 1 file please), your project's artwork and any additional documents you want to add to your application.

Please note that you are required to submit at least one (1) additional document.

IMPORTANT! Material must be supplied as follows:

1. For documents please upload PDF files ONLY. For images or moodboards, you are able to upload .jpeg, .jpg and .png
2. Maximum file size is 5MB per piece. A maximum of 7 pieces can be uploaded with your application.

Please do not upload any further written material as the reviewers will not consider these. The written component of your application should be fully explained within the provided form fields.



Please name your document

Statements

In order to submit your project, please complete the final step below.

I attest that the information about this application is complete and up-to-date.

I acknowledge and agree to abide by MusicNL's Code of Conduct.

Please read our [Code of Conduct](#)

I attest that I have signing authority for the above-named Artist, and that, to the best of my knowledge, the information provided in this Application is accurate.