



# Commercial Recording Support

Guidelines

2024-2025

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## 1. Overview

The Recording Support Program of the Music PEI Investment Program offers an investment toward sound recording. These activities must be detailed in an Artist Bio/History and Recording Plan, which will be submitted to Music PEI as a required element of the application.

Music PEI may provide an investment of 80% of the Total Eligible Budget to a Program maximum (per deadline) of:

- \$8,000 per deadline, to a maximum of \$8,000 per year for Artist III applicants
- \$3,500 per deadline, to a maximum of \$7,000 per year for Artist II applicants
- \$2,000 per deadlines to a maximum of \$4,000 per year for Artist I applicants

All applications are subject to possible proration based on the available budget.

With your application, you must submit:

- A streaming link of a recent demo along with lyrics, known as the **Demo Track**
- 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 **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.

Music PEI will allow a claim for Artist Donated Services of up to \$250 for this investment component. Beyond that, Music PEI will only recognize costs paid to third parties. If you do not intend to spend money on third-party costs, you are not eligible for the Recording program.

**The eligibility of your costs begins on the day you apply.**

## 2. Application Deadlines

- July 10th, January 30th
- First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.
- Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 PM on the 30th day – NOT the Monday following the 30th.

## 3. Who Can Apply?

- Artist I, II, III
- Other parties such as artist managers, producers and music publishers may fill out the Application on behalf of an Artist; however, the Artist must be the named Applicant.
- Applicants under 18 years of age must submit a signed [Legal Guardian Consent Form](#) with the application.
- There can be only one Application per Artist submitted per deadline. Only once the Applicant has submitted a [Completion Report](#) that has been approved by the Program Manager can the Artist submit a new application.
- An Artist may receive one Recording investment per Music PEI fiscal year, to a maximum of three (3) Recording investments per Artist Level in the lifetime of the program.
- Record Labels may not apply for this investment component. Artists signed to a record label may apply; however, the Artist must incur the costs directly. The costs may not be incurred by the record label and then charged back to the Artist.
- **Artists may not submit to the Recording and Marketing programs at the same deadline. Artists may only submit for one stream per deadline.**

## 4. How to Apply

All Applicants should read Music PEI's [Glossary of Standard Terms and Business Policies](#) before starting an application.

### Application Requirements:

#### Step 1

- Complete the Investment Profile webform at least one (1) week before applying.
- To complete the Investment Profile, log in to your Music PEI account at [www.musicpei.com](http://www.musicpei.com) and fill in the required information.

#### Step 2

- Complete the online application webform by following one of these links:
  - [Commercial Recording Support - Artist I](#)
  - [Commercial Recording Support - Artist II](#)
  - [Commercial Recording Support - Artist III](#)

#### Step 3

##### **Mandatory:**

Attach the following required documents to the webform:

- A streaming link to your Demo Track (Soundcloud or YouTube only) - this track **must not** have been commercially released prior to your application
- A PDF of your Assessment Track lyrics
- A **Guardian Consent Form** if under the age of 18
- An Artist Bio/History and Recording Plan
- A completed project budget

##### **Optional:**

You may attach the following to the webform:

- A streaming link to two additional Demo Tracks (Soundcloud or YouTube only)
- A streaming link to two previously recorded tracks (Soundcloud or YouTube only)
- A PDF of lyrics to additional Demo or previously recorded tracks
- Up to three letters of support from industry professionals or others

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

An incomplete application will be deemed ineligible and will not be considered for investment.

The jury will evaluate a maximum of five songs. One of these songs must be a demo of a song you intend to record with funding from this program. You may provide up to three demos and two past recordings for the jury to evaluate.

**All submissions must be Soundcloud or YouTube streaming links. Links to paid streaming services (Spotify/Apple Music/etc...) or shared folders (Google Drive/Dropbox/etc...) will not be evaluated.**

You should try to demonstrate a complete picture of the direction you will be taking your recordings with your demo(s), past recordings, and recording plan.

This is a juried component, meaning that all eligible applications will be sent for evaluation to a Music PEI jury that will assess the artistic merit of the Demo Track and the viability of the Recording Plan. The jury will be asked to consider whether the Recording Plan is executable and makes sense, given the artist's resources and what they've accomplished to date.

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)**

- If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.
- Once the Application is approved, changes to the proposed activities having a budget impact of 25% or less of Eligible Costs may be made without Music PEI pre-approval. All other changes must be approved by Music PEI.
- To receive the full investment, you must complete the activities set out in your Tour Plan, and be able to prove that you incurred the corresponding percentage worth of eligible expenses during the project when you fill out the [Completion Report](#).
- After your application has been approved, you may decide to record a different track than the Demo Track that you submitted with your application. This is acceptable as long as the Delivery Track conforms to the same requirements as the Demo Track. In that event, you will be required to update all the track information when you fill out the Completion Report.

## **5. Eligible Activities & Expenses**

The Recording program provides funding for artists to pay third parties (with the exception of \$250 in Artist Donated Services) to produce sound recordings. Eligible costs in this program are listed below.

- Pre-production and rehearsal space rental costs of up to \$500 (must be paid to third parties)

- Recording studio time, engineer, producer, mixing and mastering
- Equipment rentals
- Hired musicians
- Artwork and design
- Artist Donated Services
  - The Artist may claim up to \$250 in Donated Services in total (for all members and all activities). Donated Services must be claimed via a [Donated Services Form](#).
- 50% of all Eligible Costs must be incurred with Prince Edward Island third parties. For clarity, 50% of all Project spending must be with Prince Edward Island businesses.

**For clarity:** Music PEI will only recognize the cost of non-Prince Edward Island studios, music producers, or other non-Prince Edward Island personnel or up to 50%. Please discuss any non-Prince Edward Island costs in advance with the Program Manager to be sure they are eligible.

A member of a group or related party may be considered a 3rd party who can be paid to work on the recording project under the following conditions:

- The member of the group or related party must not be the named applicant who has received the funding for the project
- Payments to the member of the group or related party can be claimed to a maximum of 50% of total eligible costs.
- The applicant must submit supporting documentation with their application demonstrating that the member of the group is actively in business providing the services for others the services they will be hired to perform for this project. Supporting documentation can include: Registry of Joint Stocks number, bookkeeping statements, professional website for business, up-to-date, professional CV outlining past recording projects, etc. Decisions regarding whether the member of the group or related party is actively in business will be made by the jury.

## 6. Ineligible Expenses

- Any per diems, meals or hospitality costs
- Any manufacturing costs including physical music formats and merchandise for sale or promotion.
- Equipment purchases
- Artist residencies, creative and songwriting retreats, cost-of-living expenses like rent and utilities

This is not an exhaustive list so please contact the Program Manager to discuss the eligibility of any costs that aren't explicitly set out in these Guidelines.

- Music PEI will only recognize costs paid to third parties for this component. This means that, apart from the maximum of \$250 for Artist's Donated Services, you cannot claim your own time

or services, nor any other donated services or any in-house costs. If your Artist Development activities are such that you do not need to or expect to spend money on third-party costs, you are not eligible for this investment component.

- No Administration Fees are available for this investment component.

## 7. How the Applications are Assessed

See **Business Policies: Assessment Process – Juried Component (SEC 3.24.0)**

This table shows how elements of the project are weighted and scored by the Jury:

<b>COMMERCIAL RECORDING SCORING RUBRIC</b>		
<b>A</b>	<p><b><u>Artistic Merit</u></b></p> <p><b>Songs:</b> writing, arrangement, composition, etc. (15%)</p> <p><b>Vocals/Lyrics:</b> style, range, *musical dynamic, *emotional impact of song, etc. (15%)</p> <p><b>Musicality:</b> performance, skill, technique, *interpretation, etc. (15%)</p> <p><b>Questions to consider:</b> Does the submitted demo and/or examples of recorded work demonstrate originality, proficiency in execution, emotional impact, narrative depth, sonic quality, and contextual relevance? Do they demonstrate highly compelling and well-crafted lyrics; strong emotional or thematic impact.</p> <p><i>*Jurors reviewing Assessment Tracks of Instrumental music or Jazz/Classical “standards” will consider these elements.</i></p> <p><i>Music PEI supports artists who make instrumental music and music in all languages.</i></p> <p><i>If you make instrumental music or music that is not in English or French, your song score and musicality score will be graded out of 17.5% and combined. You may upload lyrics or a translation of your lyrics (if you wish).</i></p>	<b>45%</b>
<b>B</b>	<p><b><u>Recording Plan &amp; Artist Bio/History</u></b></p> <p><b>Questions to consider:</b> Has the applicant provided clear and realistic goals for the recording project that show a commitment to artistic growth. Assess if the applicant is ready for this project by looking at their past work, achievements, and career progress. Consider if this project is a logical step to advance their career.</p>	<b>35%</b>

C	<p style="text-align: center;"><b><u>Presentation</u></b></p> <p><b>Questions to consider:</b> Are the answers provided well-thought-out and answered to the best of the applicant’s ability? To what extent did the applicant invest time and effort in completing the application thoughtfully and thoroughly?</p>	15%
D	<p style="text-align: center;"><b><u>Gut Feeling</u></b></p> <p><b>Questions to consider:</b> After reviewing the application, do you have a strong positive feeling or belief in the potential of this submission? Does the application stand out in a way that makes you intuitively believe it should be awarded?</p>	5%

## 8. Investment and Payments

- Music PEI may award the full amount requested in the application but reserves the right to award a lesser amount based on its assessment of the Applicant’s proposed costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music PEI investment component must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music PEI. Music PEI’s contribution plus any other Public Investment cannot exceed 100% of the project’s Total Eligible Budget. See **Business Policies: Glossary - Public Investment (3.21.0 Other Sources of Investment)**.
- Music PEI may remove any ineligible costs from the Completion Budget. This may lead to a reduction in the final payment, and in some cases, it may result in the Applicant having to return a portion of the MusicPEI Advance. Please be sure that your costs are eligible.
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a project supported by Music PEI. Please review the **Logo and Acknowledgment Guide (3.10.0)** for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

### The Music PEI investment is paid out in two stages:

- An Advance equal to 75% of the amount of approved investment is paid out once the application is approved and Music PEI and the Applicant have executed the investment agreement.

- The remainder of the investment is paid out when the Completion Report has been received, reviewed, and accepted by Music PEI.

## 9. Completion Reporting Requirements

- Applicants must compile and organize all invoices, receipts, and Proof of Payment, then enter the amounts being claimed into the Music PEI [Cost Report](#).
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proof of payment must either follow each receipt or invoice or be grouped at the end of the PDF and labelled accordingly. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.
- Applicants must then upload the [Cost Report](#) along with all related payment documentation, then complete and submit all other sections of the online [Completion Report](#).
- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- No cash payments are accepted for this program.
- Music PEI reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- Completion Reports must be submitted to Music PEI on or before your completion report due date (as stated on your contract).
- If your completion report has not been submitted by the completion report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your completion report is past-due.
- Upon notification, you will have 28 days to submit your completion report to the satisfaction of the Investment Program Manager. Failure to submit your completion report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.
- As part of your Completion Report, you must upload a link to your **Delivery Track(s)** and complete the [Track Information table](#).



- This investment only covers 80% of the Total Eligible Budget. To receive the full final payment, your Cost Report must show that you spent the minimum amount on eligible expenses.
- You must provide the appropriate Logo and Acknowledgment on any press and promotional material and any digital assets you create with the investment. You do not have to commercially release any of the material you record with this investment, but you can choose to do so if you wish. You can release it as a single, or as part of an EP or Album. If you do release it, you must credit Music PEI on all physical and digital copies of the release, and/or wherever production credits for the track are listed, such as in the artwork and the metadata of the digital file.