



Market Access Fund

Guidelines

2024/2025

Version 1.0 | Published June 2024

1. OVERVIEW

The Market Access Fund is designed to support Prince Edward Island artists and music industry professionals in growing their business activities in export markets through showcases at music industry conferences and showcase festivals, targeted and confirmed business meetings, and collaborative songwriting trips.

2. APPLICATION DEADLINES

Applications to the Market Access Fund will be accepted on a rolling deadline.

- **Applications must be received by Music PEI 4-6 weeks prior to the showcase, conference, writing session.**
- **Exceptions may be considered if offers are provided without sufficient advance notice for members to apply 4-6 weeks prior to the showcase, conference, or writing session.**

3. 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 at least one (1) week before applying.
- To complete the Investment Profile, log in to your Music PEI account at www.musicpei.com and fill in the required information.

Step 2

Complete online application webform by following this link:

- [Market Access Fund Submission Form](#)

Step 3

Attach the following required documents to the web form:

- Your Market Access Plan/Export Business Development, which sets out all the intended business activities to be undertaken.

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.

4. ELIGIBLE ACTIVITIES

Applicants may apply for support for the following activities:

- I. Performances at approved showcases and conferences**
 - A. An artist showcasing at an approved showcase/conference or a company supporting an artist showcasing at an approved event.
 - B. The artist must have a confirmed invite for an official showcase.
 - C. Eligible events are artist discovery showcases with a published industry delegate list.

- II. Performance at other showcases or conferences**
 - A. An artist showcasing at an event that is not on the approved list of events must provide evidence of company representative support for the showcase, a strong rationale and market development plan, and confirmed business delegate invites.
 - B. Festivals which are primarily for a public audience, and venue dates as part of a tour, are generally not eligible.

- III. Stand-alone showcases**
 - A. In some cases, artists and companies may be eligible for support for stand-alone showcases created purposely to showcase an artist for industry.
 - B. These events must be produced by an artist representative such as a manager, label, or agency, have a specific target or goal, and have confirmed industry attendance.
 - C. The artist representative must be in attendance at the event.

- IV. Business travel**
 - A. A company travelling for business meetings to new markets without an artist showcasing must have an export business development plan with defined targets and goals, and confirmed industry meetings.

- B. Collaborative Songwriting
- C. Artists travelling for collaborative songwriting trips where the collaboration holds a distinct business development opportunity. Must have at least three confirmed sessions and at least two sessions with a published songwriter.

5. FUNDING AMOUNTS

Applicants may receive up to 60% of their eligible budget. Total revenue from all sources cannot exceed eligible expenses. Maximum amounts are capped per person, per region of travel. Company applicants will generally be capped at support for one person.

	Regional	CAN	US/UK/EU	RoW
Solo	\$250	\$1,000	\$1,500	\$2,000
Duo	\$500	\$1,500	\$2,000	\$2,500
Trio	\$750	\$2,000	\$3,000	\$3,500
4+	\$1,000	\$2,500	\$3,500	\$4,000

6. ELIGIBILITY REQUIREMENTS

1. Applicants must be a PEI resident and/or have a business registered in PEI.
2. Successful applicants must be a member of Music PEI.
3. Applicants with a confirmed showcase offer, confirmation of songwriting sessions, and/or confirmation of B2B meetings will be prioritized.
4. Application forms must be completed in full and submitted 4-6 weeks prior to the showcase, conference, or writing session. Exceptions may be made on a case-by-case basis.
5. All approved applicants *must* also apply to the FACTOR Live Performance program if the submitted project is related to showcasing and must also apply to other sources including FACTOR's Songwriting Development Grant (for songwriting sessions), Canada Council for the Arts, SOCAN Foundation, if eligible.

7. How the Applications are Assessed

MARKET ACCESS FUND SCORING RUBRIC		
A	<u>Project Concept</u>	50%

	The jury will assess the overview of your project, your SMART goals (Simple, Measurable, Achievable, Relevant, Time-Based), the activities you intend to undertake over the course of this proposed project, and evaluate how your activities will lead you to accomplish your stated goals.	
C	<p style="text-align: center;"><u>Project Partners</u></p> <p>The jury will assess the experience and fit of the members of your team and their role in helping you execute your plan. In addition to industry professionals (management, labels, publicists, publishers, etc.), your team also includes any third party who is helping you accomplish the goals of your project (recording engineers, videographers, social media managers, etc.) Letters of support are helpful for this section. They are not mandatory but they are recommended.</p>	15%
D	<p style="text-align: center;"><u>Financing</u></p> <p>The jury will assess your budget and the overall feasibility of your plan</p>	20%
E	<p style="text-align: center;"><u>Presentation</u></p> <p>The jury will assess if the answers provided were 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>	10%
F	<p style="text-align: center;"><u>Gut Feeling</u></p> <p>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)**.

- 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.
- 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 Music PEI 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 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:

1. An Advance equal to 90% 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.
2. The remainder of the investment is paid out when the Completion Report has been received, reviewed, and accepted by Music PEI.

9. COMPLETION AND 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 report spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proofs of payment must either follow each receipt or invoice or be grouped at the end of the PDF and 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.
- Cash payments are accepted under the following conditions:
 - Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
 - Per diems paid in cash to individual persons must be supported by a Music PEI-provided [Per Diem Declaration form](#) signed by the payee.
 - Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.
- Music PEI reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- In addition to the completion requirements, to complete the project and receive the final payment, Applicants must:
 - Complete the online Completion Report for the project, including Goals and Results, Component Information, Public Funding, and Budget.
 - Submit Proof of Performance (uploaded for each Tour Date in your online Completion) that each performance took place and was performed as contracted. As Proof of Performance, Music PEI will accept a copy of the promoter's settlement sheet, or the booking agency's final statement. These must indicate the date, city and venue and indicate the final payment received. Tour itineraries, posters and print ads will not be accepted as Proof of Performance; however, Music PEI may accept ticket stubs or media reviews on a case-by-case basis.
- If there is a change of personnel, you must indicate those changes in the Component Information section of your online Completion Report, and explain the changes. You must also submit corresponding Deal Memos for any new Eligible Travelers.
- 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 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.