



XPOSURE

Showcase and Conference Grant Application

2010 Guidelines and Application

Deadlines: May 1; September 1; December 1; March 1

PURPOSE

The purpose of the XPOSURE Program is to support Alberta artists and music industry professionals in professional development and attending and enhancing their presence at professionally organized music industry conferences, showcases, and other related approved events.

FUNDING

Applicants may apply for up to 50% of approved expenses. The **maximum amount** of funding available per application is **\$1000**. Contributions will be in the form of a grant. Depending upon the demand for funding, the jury may pro-rate the amount requested so all approved applicants receive something.

Showcase and Conference applicants may only apply twice within the Alberta Music Industry Association fiscal year. (April 1 – March 31)

ELIGIBILITY REQUIREMENTS

The applicant must be an Alberta Music Industry Association member or in the case of a band grant application, the must have a Band membership.

Applicant(s) must be Alberta residents.

The application form must be completed in full.

The applicant must be attending an event from the list of approved events, (see page 3) or meet at least 2 of the following criteria:

- applicant has been invited to showcase at a professionally organized event
- applicant has commercially released a CD in the past 18 months
- applicant will be commercially releasing their CD in the next 3 months.

Applicant's release must contain 75% of original material

The following must accompany your submission (please check):

- Legible, signed and completed XPOSURE application form;
PLEASE FILL OUT THE ENTIRE FORM
- Completed budget and dollar amount requested.
- Press kit including professional picture, CD or demo, press clippings, letters of reference, etc.
- Marketing Plan including, but not limited to, a list of contacts in market, a list of pre-arranged meetings, promotional plans;
- Tour itinerary (if applicable);
- Written interest and meeting schedule from record company, publisher, agent or manager

OR

- If approved to showcase, a letter (e-mail) of confirmation from the event organizers;



- If not approved to officially showcase at a professionally organized event -
 - a detailed rationale for your proposal;
 - Bios and letters of interest from _____
- Printed material regarding the event if it is not on the list below of approved events
- Proof of residency must be submitted once a year (eg. Alberta Driver's License or Alberta Health Card)
- Applications to other funding bodies (if applicable)

DO NOT FAX Application

IF APPROVED

You will be notified within one week of application deadline

Please **identify who the cheque should be payable to**

Applicants will **receive 25%** of the approved funding amount **upon execution** of the contract, and the **remaining 75% upon submission of the final report.**

Approved applicants must enter into a contract that specifies the terms of the grant.

You must include the Alberta Music logo and the X92.9 logo on your website and all print material

FINAL REPORT

All applications must submit a final report no later than **90** days after the event in order to receive the final 75% of funding. Please keep a copy of your entire report including your final budget.

The report must include:

- Completed budget including your originally projected costs as well as the actual costs
- Copies of all receipts of all approved expenditures (food receipts do not have to be sent as the per diem you receive as part of this grant would off-set that expense)
- Details of merchandise sales (if applicable)
- General description of how the band/artist was received (if showcased)
- General description of seminar's attended and knowledge gained (if applicable)

Failure to submit the final report will make you ineligible for further funding from The Alberta Music Industry Association.

ADDITIONAL NOTES

A Showcase is defined as a performance targeted primarily at music industry professionals in an effort to secure a recording contract, a distribution deal or to attract the interest of a booking agent or manager. The showcase may also be directed at, but not exclusive for promoters or press.

If your showcase occurs just prior to one of our grant deadlines you can still submit an application providing you get it in to our office before you attend the event.

If your showcase has occurred, you've performed, and have returned home prior to one of our grant deadlines, you can also submit an application but you must submit your final report along with the original application including projected and actual costs.

- Approved applicants must enter into a contract that specifies the terms of the grant.
- Applications will be adjudicated by a jury based on criteria such as; Marketing plan, strength of team and other professional attributes (CD release, professional affiliations, tour activity, etc.)
- **We strongly encourage applicants to maximize complementary funding through other sources. (FACTOR, AFA, etc.).**



Approved Events (please check the one you are attending)

- NXNE: North by Northeast
- WCMA: Western Canadian Music Awards
- CAMA: Canadian Aboriginal Music Award
- SXSW: South by Southwest
- MIDEM: Music and Technology Forum
- CMW: Canadian Music Week
- Juno Weekend
- Halifax Pop Explosion
- CCMA: Canadian Country Music Awards
- OCFE: Ontario Council of Folk Festivals
- NAFA: North American Folk Alliance
- FAC: Folk Alliance Canada
- MusicExpo
- NewMusic West
- EMCA
- OTHER RECOGNIZED CONFERENCES

PART A: APPLICANT AND ARTIST INFORMATION

Applicant _____
(name on contract and cheques)

Artist/Group Name: _____

Contact Person: _____ Phone: _____

Members in Band: _____

Alberta Music Industry Association Membership No. # _____

Address: _____ Fax: _____

City: _____ Prov: _____ Postal Code: _____

E-mail: _____

PART B: TEAM INFORMATION

Manager: _____ Phone: _____

Agent: _____ Phone: _____

Record Company: _____ Phone: _____

Other: _____ Phone: _____



PART C: SHOWCASE INFORMATION

- 1. Event Name: _____
- 2. Venue and Location (City) of Showcase: _____
- 3. Date of Showcase: _____
- 4. Will you be registering for the conference? _____ YES _____ NO
- 5. Recording that the showcase is supporting: _____
Please check: ___EP ___Full-length CD ___Demo
- 6. Release Date: _____ Sales to Date: _____

PART D: BUDGET (Please fill this form out) XPOSURE contribution combined with other contributions cannot exceed 50% of the total eligible budget. Please indicate your non-recoupable contributions from others:

Name	Confirmed \$	Pending \$
Record Companies: _____	_____	_____
Music Publishing: _____	_____	_____
Corporate Sponsors: _____	_____	_____
Promoters: _____	_____	_____
Government Funding: _____	_____	_____
Others: _____	_____	_____
TOTAL CONTRIBUTIONS FROM OTHERS:	_____	_____

Budget continued on next page...



(A) Administration and Marketing Expenses	
\$ _____	Phone/Fax
\$ _____	Mail/Courier
\$ _____	Design
\$ _____	Printing
\$ _____	Other _____
A \$ _____ Total Administration and Marketing Expenses	

(B) Fees/Commissions	
\$ _____	# hired musicians X _____ fee per musician X _____ # of days
\$ _____	# technicians X \$ _____ fee per technician X _____ # of days
\$ _____	# person(s) X _____ # days X \$ 50 per person (Canada & USA) Per Diem \$ 60 per person (International) Per Diem (per diem limited to event days only)
\$ _____	Agency
\$ _____	Management
\$ _____	Publicist
\$ _____	Other _____
B \$ _____ Total Fees/Commissions	

(C) Showcase Expenses	
\$ _____	Vehicle Rental & fuel
\$ _____	Personal Vehicle (mileage) \$0.36 X _____ km
\$ _____	Advertising & Promotion
\$ _____	Travel/Airfare
\$ _____	Freight/Cargo
\$ _____	Equipment Rental
\$ _____	Conference Registration
\$ _____	Insurance (Health insurance is recommended)
\$ _____	Accommodations
\$ _____	Other _____
C \$ _____ Total Showcase Expenses	

\$ _____ TOTAL EXPENSES (A+B+C)
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\$ _____ TOTAL PERFORMANCE INCOME
--

\$ _____ TOTAL BUDGET (performance income minus expenses)
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****Copies of all receipts must be included in your Final Report for all approved expenses except food receipts.**

Please keep of copy of your budget for use in your final report.



PART E: MARKETING PLAN

To receive funding through this program, it is imperative that you have a marketing plan. The following will serve as a guide, the minimum expected in the marketing plan.

- a. **Goals:** What are your goals related to attending this event?
- b. **Objective:** Please indicate specifically what you plan to do to achieve your goals.
- c. **Contacts:** Who are you meeting with? Who is coming to your showcases? (Bios and letters of interest are mandatory for applicants without an official showcase).
- d. **Team:** Who are your team members, what are their credentials, and how will they assist your presence at this event?
- e. **Advertising and Promotion:** Please describe your promotional materials, how you intend to distribute the materials, and your other promotional plans.
- f. **History:** What has been the outcome of your attendance at previous events like this?

Applicant's Signature: _____ Date: _____

**PLEASE MAIL APPLICATION TO:
Alberta Music
Western Supplies Building
#102, 10722-103 Avenue
Edmonton, AB T5J 5G7**

Cheque must be made payable to a company or artist whose residence is in Alberta.

Please indicate clearly who the cheque should be made payable to:

If you have any questions regarding this application, please do not hesitate to contact our office at 780-428-3372 or 1-800-465-3117.