



XPOSURE

Domestic and International Tour Support 2010 Guidelines and Application

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

PURPOSE

The purpose of the Xposure Program is to support Alberta recording artists reach audiences to promote their sound recording products through touring.

FUNDING

Applicants may apply for up to 50% of approved expenses (travel, accommodation, set up, etc). The maximum amount of funding per application is **\$3,000 for domestic tours** and **\$5,000 for international tours**. 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.

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

ELIGIBILITY REQUIREMENTS

- In order to be recognized as a tour, the itinerary must consist of a minimum of **six confirmed tour dates in succession, none of which occur in your city of residence. The tour dates must be continuous without extensive breaks between performances.** A radio or television interview does count as a performance. Should a number of dates be spread over an extended period of time, or if the distance covered on the tour is not extensive, details will be required as to the reason(s) for these circumstances. The Jury will then determine the eligibility of the application.
- The applicant must be **an Alberta Music Industry Association member** or in the case of a band grant application, they must have a Band Membership.
- Applicant(s) must be Alberta residents
- **Grant applications must be submitted to office prior to going out on tour**
- Applicant has commercially released a CD in the past 18 months, or will be commercially releasing their CD in the next 3 months
- Applicants release must contain 75% of original material
- Companies must be Alberta-owned and operated, and must be registered as a business enterprise. They must be primarily involved in the production, marketing or distribution of Alberta sound-recording products.

Applicants must satisfactorily demonstrate their financial ability to sustain the tour.



The following must accompany your submission (please check):

- Legible, signed and completed application form. PLEASE FILL OUT THE ENTIRE FORM
- Written confirmation** (e-mails will suffice) of planned tour dates, locations, capacities and fees in Canadian funds
- Completed Budget and dollar amount requested
- Press kit including professional picture, CD, press clippings, letters of reference, etc.
- Marketing Plan for tour (eg. Publicity, Radio Promotion and Guerrilla/Street marketing)
- Proof of residency must be submitted once a year (eg. Alberta Driver's License or Alberta Health Card)
- Application(s) to other funding bodies (if applicable)

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 pertaining to the tour

FINAL REPORT

All applications must submit a final report no later than **90 days** after the tour is completed, 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 off-sets that expense)
- Each band member must sign off on per diem and wages received
- Details of merchandise sales (if applicable)
- General description of how the band/artist was received
- Results of tour
- Final approval will be juried. Applications will be adjudicated based on criteria such as; Marketing plan, strength of team and other professional attributes (CD release, professional affiliations, tour activity, etc.)

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

ADDITIONAL NOTES

Applicants will be adjudicated by a jury based on criteria such as: marketing plan, strength of team and other professional attributes (CD release, professional affiliations, previous tour activity, etc.)

We highly encourage you to apply for funding through other sources (FACTOR, AFA).



PART 1- APPLICANT AND ARTIST INFORMATION

Applicant: _____
(name on contract and cheques)

Contact Person: _____

Address: _____

City: _____

Postal Code: _____ Email: _____

Telephone: _____ Fax: _____

Industry Function: _____ Producer _____ Label _____ Performer
 _____ Manager _____ Songwriter _____ Publisher
 _____ Record Company Other _____

Application submitted by _____ This _____ Day of _____, 20____

Signature: _____

PART 2-PROJECT INFORMATION (ATTACH ADDITIONAL PAGES IF NECESSARY)

- 1. Artist: _____
- 2. Website: _____
- 3. Release Date: _____
- 4. Manager: _____
- 5. Agent: _____
- 6. Label: _____
- 7. Distributor: _____



PART 3-TOUR INFORMATION

1. Recorded material which tour is supporting: _____
2. Recorded material is (please check): EP Full-Length CD Demo
3. Has the artist applying previously toured this territory? YES NO
4. If the tour is in support of another artist, please indicate the artist: _____

List proposed dates and places of the tour. There must be a minimum of six show dates, of which may include radio or TV performances. If the tour changes substantially, Alberta Music should be advised, as such changes may affect funding available. Please indicate all fees in Canadian funds.

| X92.9 TOUR GRANT APPLICATION - TOUR SCHEDULE | | | | | |
|---|-------------|--------------|-----------------|-----------------|-------------------------------|
| DATE | CITY | VENUE | CAPACITY | PROMOTER | FEES (Canadian \$) |
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TOTAL # of Dates: _____

TOTAL Fees (Canadian \$): _____



PART 4-DETAILED 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 this tour?
- b. **Objective:** Please indicate specifically what you plan to do to achieve your goals.
- c. **Contacts:** Who have you contacted to come to your shows? Have you received any confirmations? Explain your fan base in the areas you will be travelling to.
- d. **Advertising and Promotion:** Please describe your promotional materials, how you intend to distribute the materials, and your other promotional plans.
- e. **History:** Have you had any previous tour experience? What has the outcome of it been?



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|--|--|
| Merchandise – Net Cost | |
| All merchandise claimed below must be claimed as sold merchandise income (See Revenue Section) | |
| T-shirts: \$ _____ (Revenue) = \$ _____ Retail Price – \$ _____ Unit Cost X # _____ of Units | |
| CD's: \$ _____ (Revenue) = \$ _____ Retail Price – \$ _____ Unit Cost X # _____ of Units | |
| \$ _____ Other _____ | |
| \$ _____ TOTAL MERCHANDISE | |

| | |
|-------------------------------------|--|
| Promotion | |
| \$ _____ Mailing/ Shipping | |
| \$ _____ Telephone Charges | |
| \$ _____ Postering Fees | |
| \$ _____ Publicist | |
| \$ _____ Advertising (Print/ Radio) | |
| \$ _____ Other _____ | |
| \$ _____ TOTAL PROMOTION | |

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| Musical Accessories and Repairs | |
| \$ _____ Equipments Purchase (Alberta Music will recognize a max. of 10% of total equipment purchase cost) | |
| \$ _____ Bonds/ Carnets/ Etc. | |
| \$ _____ Insurance | |
| \$ _____ Travel/ Airfare | |
| \$ _____ Freight/ Cargo | |
| \$ _____ Hotel Accommodation | |
| \$ _____ Other _____ | |
| \$ _____ TOTAL MUSICAL ACCESSORIES AND REPAIRS | |
| C\$ _____ TOTAL TOUR EXPENSES (A+B+C) | |



| BUDGET SUMMARY | |
|---|---|
| REVENUE (In Canadian Dollars Only) | |
| \$ _____ | Gross Performance Income |
| \$ _____ | Total Merchandise Income (includes cost of goods) |
| \$ _____ | Tour Advances (ie: label, publisher, corporate) |
| \$ _____ | Sponsorship – please specify _____ |
| \$ _____ | TOTAL REVENUE |

| EXPENSES | |
|-----------------|-------------------------------|
| \$ _____ | Total (A) Pre – Tour Expenses |
| \$ _____ | Total (B) Fees/ Commissions |
| \$ _____ | Total (C) Tour Expenses |
| \$ _____ | Total Expense (A+B+C) |
| \$ _____ | Subtract Income Total |
| \$ _____ | Balance (Cash Shortfall) |

\$ _____ Grant Writer/ Consult Fee If Applicable (Max. 15% of Expenses Total)

\$ _____ Total Eligible Budget (Expense Total + Admin Fee)

\$ _____ 50% of Total Eligible Budget

\$ _____ Total Cash Shortfall (Expense Total – Revenue)

\$ _____ TOTAL REQUEST FROM ALBERTA MUSIC

The total request from Alberta Music cannot exceed 50% of the total eligible budget to a maximum of \$3000 for domestic tour and \$5000 for international tours.

****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 6-APPLICANT’S AGREEMENT

The applicant(s), by signing below, does hereby severally and jointly:

1. Agree to be bound by all approvals and disapprovals of Alberta Music in connection with this application for funding or in connection with any payment or allocation of funding.
2. Agree that they will not institute any claim or proceeding against Alberta Music (or its directors, officers or employees) by reason of any approval or disapproval of Alberta Music in connection with this application for funding or in connection with any payment or allocation of funding.
3. Agree that Alberta Music (and its directors, officers and employees) shall not be liable for any direct, indirect, consequential or incidental loss or damage arising out of such application or the payment or non-payment of such funding.
4. Agree that the applicants and their representatives, legal surrogates, parent companies, affiliates, subsidiaries and divisions assume the entire risk of loss and/or damage arising out of the application for funding, the approval or disapproval of such application and the payment or non-payment of such funding.
5. Address that their budget projections are based on fact and have been prepared with due regard to reality and moderation. Alberta Music reserves the right to withdraw all or part of the recommended funding if the actual budget is substantially different from the project budget or cannot be substantiated to the satisfaction of the Alberta Music Industry Association.
6. Warrant that if it does have contractual relationship with artists that the applicant has fulfilled, and will continue to fulfill, the required contractual obligations to the artists.

Applicant’s Agreement: I hereby warrant that all the factual information submitted in this application is true and complete. I additionally warrant that all of the projected information submitted in this application is correct and accurate to the best of my knowledge.

Signature of Artist: _____

Name - Please Print: _____

Date: _____

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

Cheque must be made payable to 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.