*This working document includes the questions found in the online form. It is for your personal use and should not be submitted with your application.*

# SHOWASE

* Applicant Profile Name
* E-mail

### ✭ READ BEFORE CONTINUING ✭

Read the GUIDELINES carefully for important information about the criteria and conditions for the Showcase Component of the Music Industry Development (MID) Program. These guidelines will help in completing the application form correctly, ensuring that your application for financial investment is not disqualified.

Required information and materials:

* Up-to-date Applicant Profile;
* Proof of showcase invitation and/or agreement;
* International showcases: Information proving export readiness
* For non-industry events: Proof of industry professionals confirmed to attend (emails, written correspondence, etc.);
* Description of the event;
* Short narrative outlining how the Applicant will promote and leverage the opportunity;
* Project Budget with specific expenses and revenues;
* Any other information relevant to your project.

### PROJECT INFORMATION

* Project Title
* Artist / Business / Group Name
* Project Start Date
* Project End Date

### PROJECT OVERVIEW

* Type of project
  + International showcase
  + Domestic showcase
  + Non-industry showcase

### INTERNATIONAL SHOWCASE

Export-ready Artists showcasing in international markets must have all of the following items easily found in their Applicant Profile:

* Strong professional history, including regular touring and/or exposure outside of Atlantic Canada
* Independent or established team/infrastructure
* Significant online presence, including streams, social media fans and views (to be assessed by Program Officer)
* For groups, band member agreements are mandatory.

### SHOWCASE INFORMATION

* Event Name & Location
* Event Website
* Contact Person
* Contact Person Email
* Upload Proof of showcase / registration
* List the names of the person(s) participating in this project (e.g. group members, tour manager, agent, etc.)
* Why is this showcase/event relevant at this stage in the Artist's career?
* Describe the professional component of the event (e.g. how many delegates are attending, which markets do they represent, which delegates/markets are you targeting, etc.)
* For *non-industry events*, provide a biography for all confirmed industry professionals.
* For *non-industry events*, provide the proof of industry professionals confirmed to attend (emails, written correspondence, etc.)

### PROJECT EXPENSES

#### PROJECT EXPENSES (covered at 100%)

* If the Artist is using their own vehicle, enter the number of km travelled for this project
  + The rate is $0.25 per km.
* If claiming per diem, enter the number of people and the number of eligible days.
  + $45/person per day in Canada; $100/person per day for international.
  + Eligible people: band members, producer, sound engineer, etc.
  + Non-eligible people: Social media manager, grant writer, your mom, etc.
  + Eligible days: Performance day, Travel Day, etc.
* If claiming Child Care expenses, enter the number of people and the number of eligible days.
  + Eligible people: Band members
  + Eligible days: Performance day, Travel Day, etc.
  + BEFORE CLAIMING CHILD CARE EXPENSES, please read the eligibility criteria related to those expenses.

#### PROJECT EXPENSES (covered at 50%).

* Artist Fees (Maximum investment of $100 per musician per day)
* Hired Musician Fees (Maximum investment of $100 per musician per day)
* Support Crew Fees
* Equipment Rental
* Rented transportation
* Parking & Tolls
* Local transportation
* Shipping
* Airplane / Train / Bus (economy-rate flights)
* Accommodations (Maximum investment of $300 per night)
* SHOWCASES: Registration Fees
* SHOWCASES: Facility Rental
* Marketing & Promotion (Maximum investment of $500)
  + Branding & Design
  + Consultant Fees
  + Ads & Publicity
  + Publicist Fees
  + Printing
* Other expenses
* Upload quotes from all service providers (booking agent, publicist, etc.) and any other supporting documentation for the budget.

### PROJECT REVENUE

#### PUBLIC REVENUE

* MID Investment. *The maximum eligible amount is automatically calculated and inserted here*.
  + If you would like to request an MID Investment LOWER, than the one quoted above, please indicate the requested amount and the MID Program Officer will adjust your budget accordingly.
* Did you // Will you apply to:
  + FACTOR
  + Musicaction
  + If YES: *Amount Requested*
* Arts NB: Amount Requested
* Canada Council for the Arts: Amount Requested

#### PRIVATE REVENUE

* Applicant's Investment
* Sponsor(s)
* Crowdsourcing
* Other

## The Budget Balance MUST be $0.00. Adjust your budget expenses and/or revenue to continue.

### STATEMENT AND DECLARATION

* I attest that the information included in the Applicant Profile is complete and up-to-date.
* I attest that the Applicant is based in New Brunswick, that I have signing authority for the above-named Applicant, and that, to the best of my knowledge, the information provided in this application is accurate.