

FACTOR Canada

SPONSORSHIP

Program Guidelines

2025-2026

Program Intent

The Sponsorship program supports new music-related projects which are not captured in other program mandates. These may include new and genre-specific music festivals, broadcaster conferences, artist development programs which expand participants' opportunities in the music industry. This program is specifically for new ventures that meet a specific result aligned with the mandate of Factor, which is to help to build audience for Canadian Artists in the commercial music industry. It is not meant to duplicate the work of existing events already producing results in other Factor programs, nor an additional place to come when already receiving funding from another national program. FACTOR has limited resources and wish to focus on measurable results that will benefit as many Canadian artists as possible.

Program Overview

1. A letter of intent is required in advance of approval to apply
2. Eligible events or projects must benefit multiple Canadian artists or the Canadian music industry at large. Projects featuring only one artist, or one company's roster, are not eligible.
3. Events or projects should reflect the diversity of Canada's population.
4. Applicants may only receive funding twice.
5. Funding for this program is provided by Canada's Private Radio Broadcasters.
6. Maximum funding is up to \$30,000.
7. Sponsorship funding must:
 - a) Be spent on Canadian goods and services provided in Canada;
 - b) Be paid to the Applicant, not to suppliers directly (including artists' fees).

Who Can Apply

8. Any Canadian person, Canadian owned and controlled company or organization with an appropriate project is eligible to apply.
9. An applicant's principal business purpose is central to the career development of Canadian music artists.

Application Deadlines

10. This program has four intake deadlines. Applicants must submit a Letter of Intent six weeks in advance of the application deadline and confirm with FACTOR staff their activity's eligibility for this program. If approved, the application must be submitted during the applicable deadline date below.

Period One Deadline: **May 22, 2025**, for events occurring between August 1 and November 30, 2025.

Period Two Deadline: **September 18, 2025**, for events occurring between December 1 and March 31, 2026.

Period Three Deadline: **January 22, 2026**, for events occurring between April 1 and July 31, 2026.

Period Four Deadline: **May 21, 2026**, for events occurring between August 1 and November 30, 2026.

How This Program Works

11. Eligible applications are reviewed using the following criteria:
 - a) The project's relevance to the program's intent;
 - b) The project's strategic value to the participating Canadian artists and music entrepreneurs;
 - c) The project's impact on underserved communities;
 - d) The capacity of the Applicant organization to achieve the proposed results; and
 - e) The appropriateness of financial planning (including the proportion of administrative expenses to project expenses, and whether the requested amount is proportionate to the project's impact).
12. Activities can be in any language, except French. Contact Musicaction for possible funding for French-language activities
13. For repeat Applicants, in all cases, the application will not be reviewed unless the Completion has been submitted and any reporting obligations for a prior funded project or event have been met.

Ineligible Activities

14. The following types of projects are ineligible. This list is not exhaustive, and FACTOR reserves the right to deem ineligible any other activities and expenses which do not meet the intent of the program. Please contact FACTOR if uncertain of the eligibility of your project or its components.
 - food and beverage festivals
 - Music schools
 - Instrument Purchases
 - Talent contests
 - Fundraisers
 - Parades
 - BIA festivals
 - Award Shows
 - Student projects
 - Charities
 - Children's music programming
 - Projects which benefit only one company (e.g. record label) or one artist
 - Sporting events or tournaments
 - Projects involving the creation and/or release of sound recordings or videos
 - Clients who have received funding through Company Envelope or Promoter Programs
15. Applicants may not receive funding from the [Collective Initiatives](#) program and this program for the same project, or elements of the same project, in the same fiscal year.
16. If FACTOR has approved the funding on condition that it go toward a particular expense (such as artist fees), FACTOR will require the Applicant to provide proof that the amount was disbursed as agreed.
17. All events must provide a forum for FACTOR branding (e.g., print material, online assets), the specifics of which will be negotiated and set out in the offer letter and funding agreement. As a condition of funding, you must also provide the appropriate logo and acknowledgment in your production, and on any press and marketing materials, promotional items, posters, flyers, advertisements, media releases, mass emails, websites and audio-visual materials produced under this program. Please see [FACTOR's Logo & Acknowledgment Guide: Sponsorship & Collective Initiatives](#). The failure to provide appropriate logos and acknowledgment could result in a loss of some or all your funding.
18. **Recipient Accessibility Support Fund:** FACTOR grant recipients are eligible for top-up support to their project funding for costs related to accessibility. FACTOR will allow applications in this fund for up to \$5,000 each fiscal year, not to exceed \$5,000 per project. Eligible costs claimed under this fund will be reimbursed at 100%. This fund is open to artists and staff of music companies associated with the project Artist or Applicant. Support for this fund is provided exclusively by Canada's Private Radio Broadcasters. See more details on [FACTOR's Accessibility page](#).
19. The Recipient shall take measures conducive to creating an event and workplace free from harassment, abuse, and discrimination.

How to Apply

20. Submit a Letter of Intent to sponsorship@factor.ca. This letter should briefly outline the intended project or event and its relevance to the Canadian music sector and FACTOR's mandates, background information on the

Applicant company or organization, sources of additional revenue, and amount requested. ** if this is an Applicant 2nd Sponsorship application, Applicant should expand on what the 1st round of funding accomplished for the project and how and 2nd round of FACTOR support may expand that.

21. If you are approved to apply, you must first create a User Profile (this is personal to you as a user in the FACTOR portal) followed by an Applicant Profile (this sets out the legal and business details of the party that is requesting the funding). The Applicant Profile must be submitted for review by FACTOR. Usually within five business days, you will receive an email from FACTOR that the profile information has been reviewed and approved.
22. Log in to the FACTOR portal, under the Projects tab, to create and submit your application. Information that must be included in your application:
 - Project/event information (start and end date, city, province/territory, project type, audience size)
 - Artists involved (if applicable)
 - Approved Letter of Intent (please upload)
 - Brief history of the organization (500 words max)
 - Budget
 - Details on the project/event (1,000 words max)
 - Genre, and community needs addressed by the project/event (500 words max)
 - Goals (300 words max) Please include ** Metrics for impact of the event for participants
 - Contingency plan: i.e., what you will do if you are not successful with this application, or you are otherwise not fully financed (300 words max)
 - Partnerships (300 words max)
 - Sponsorship deck, if applicable
 - A list of participating artists, please include Artist Name/ Home City & Province/Genre **IF APPLICABLE**
 - Completed [Application Budget Spreadsheet](#)
23. FACTOR welcomes and encourages applications from people with disabilities. Please contact your Project Coordinator or our [general information account](#) to discuss options for accommodations throughout the application process, as well as our [Application Accessibility Support Fund](#).

Funding and Payments

24. To receive FACTOR funding, you must submit banking information for [direct deposit](#).
25. FACTOR funding is paid out in two stages: (1) an advance equal up to 90% of the amount of approved funding is paid out once the application is approved and the funding agreements (a General Agreement and an Annex) have been executed by FACTOR and the Applicant; and (2) the remaining 10% of the funding is paid out when the Completion has been received, reviewed, and accepted by FACTOR. FACTOR will remove any ineligible expenses from the final 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 advance.
26. Applicants must notify FACTOR immediately of any change to the original application or budget submitted.

Project Completion

27. Successful Applicants are required to submit a report on the results of the project/event within two months after the project/event has taken place.
28. Applicants must complete and submit a Cost Report for the project, include all their invoices, receipts, and proofs of payment for expenses on the cost report, a detailed report on the project itself, including notes on successes, failures, and major variances from the project as initially proposed and approved, photos of FACTOR and Canada Wordmark logo placement on printed materials and signs, marketing, and publicity activity.