



MUSIC PEI Export Development Application Form

Artist/Group/Professional applying: _____

Contact (If Different from Above) _____

Address: _____

City/Town: _____ Prov: _____ Postal Code: _____

Phone: _____

Fax: _____

E mail: _____

Signature of Artist/Group Contact _____

N.B If successful, who do you want the cheque made payable to? _____

(If payable to an individual that person will receive T4A tax documents. If payable to a group or company, the group or company must have a bank account)

Are you export ready _____

Are you exporting (must meet 5 of 7 criteria) _____

PROJECT GENERAL INFORMATION

1. Project Title _____
2. Project Target Markets (Province/State and Country) _____
3. Project Start and End Dates _____
4. Project Description: Use 1-2 sentences to describe your project.

PROJECT FINANCIAL INFORMATION

1. Total Expense of Project . _____
2. Amount requested from MUSIC PEI _____

Export Development Support Initiative - Business and Marketing Plan

In your proposal be sure to include in your business plan, details for the various projects and undertakings in year one and year two you will be spending the non repayable investment on. Year three should also contain at least an outline of proposed projects and where the non repayable investment will be spent as well as a loosely defined budget for year 3 . Your business plan needs to present to the assessment panel a clear idea of why you are investing in particular projects, a sense that you have the ability to capitalize on the opportunity you are creating, and more details regarding the expenses in your budget for which you will be using the non repayable investment. The following questions are common ones that the panel will ask in their attempt to understand your strategies and goals. Provide the answers within your written proposal.

FOR ALL PROJECTS

- How does a particular project fit within your or your client's overall business and marketing plans?
- What are your goals and plan of action for the various projects within your annual plan?
- With various projects outlined in your business plan, what market(s) will you target and what are the opportunities for you or your client in those market(s)?
- Who are your business partners or contract employees specific to this project? Please indicate which ones are included in the budget.
- What is your Project follow-up plan?
- How much flexibility is in the plan?
- What are your product development plans as an artist/group?

TOUR SUPPORT APPEARANCES - What is your tour itinerary?

Use the tour form included with application procedures to outline tour itinerary.

Date	Venue/Event	City	Country	Approx Venue Capacity

- What is your marketing plan?
- What is the list of tour personnel? State their functions, too.

FOR A SHOWCASE – Please include showcase plans even if approval or applications are pending.

- Attach a copy of the official letter of invitation including showcase date and location.
- Attach a list of showcase personnel and their functions.
- If the showcase is not a MUSIC PEI recognized event, describe the event and explain its relevance in 1-2 sentences.

FOR A CONFERENCE, MEETING or COLLABORATION

- ❑ What meetings do you have scheduled? Include the name of the person, company and 1-2 sentences on why you are meeting.
- ❑ Attach a copy of the Letter of Intent from the songwriter if a collaboration.
- ❑ If the conference is not a MUSIC PEI recognized event, describe the event and explain its relevance in 1-2 sentences.

Export Development Support Initiative - Professional History

In your proposal, provide details on your professional history. This history needs to present to the panel a clear idea of what you have accomplished to date.

FOR ARTISTS/GROUPS

1. What is your **live performance history highlights** for the last 12 months? This history may include venue dates, festivals and showcases. Use the format of the chart provided below.

Month/Year	Venue/Event	City	Country	Approx Venue Capacity

2. What are your **recorded music products sales**? Include retail, off stage and on-line sales in your table. Use the format of the chart provided below and attach a list the songs you sell on-line.

Release Title	Release Date mm/yy	Country	Label/Distributor	Total unit sales to date
For Digital downloads	# songs	n/a	On-line store	Sales to date
All songs sold on-line				

3. What **radio and video play** have you received? Use the format of the table provided below. Include information from published charts only.

Song Title	Name of Station or Program	Format on-line, TV or radio	Highest Chart # if applicable	Year	Country

4. Have you received any **media exposure** and **industry recognition**?

- Please provide copies of media reviews & interviews, especially those from project target market.
- List of industry nominations & awards.

5. Please provide any **other** information you feel demonstrates your success.



The Budget-Export Development Initiative

a) Provide A Detailed Budget For Year I with:

- ***Itemized Expenses***
- ***Itemized Revenues and Their Sources***
- ***New Revenue Projections Where Applicable***

b) Provide A Proposed Budget for Year II

c) Provide A Budget Outline for Year III

*****Remember - a detailed Year 3 budget must be submitted along with your Year 2 Completion Report in order to receive the final 25% from Year 2 and the 75% advance for Year 3.***

See Terms and Conditions Below For Additional Information.

Check List

- 5 copies of your Application Form and Project Proposal including the Budget
- One copy of any extras, i.e. press clippings, you would like to have the panel view
- A copy of your Tour Itinerary if applying for Tour Support (Form may be downloaded from Music PEI web site www.musicpei.com)
- Copy of Residency form if not already submitted. Next update of the form will be due by December 31st 2008.
- Copy of Export Qualifying form if applying as an already exporting artist/group unless previously submitted. Next update will be due by December 31st 2008.
- Include also Music PEI membership form plus membership payment if not already a member.
- Copy of Bio and a 2007 Career Highlights (list of accomplishments in 2007) page for the file. Note the next update for both will be due December 31st 2008.
- A signed copy of the Terms and Conditions must accompany your application.

TERMS and CONDITIONS- The applicant(s) by signing below do hereby severally and jointly:

1(a) Agree to be bound by all approvals and disapprovals of MUSIC PEI in connection with this application for funding or in connection with any payment or allocation of funding.

2(b) Agree that they will not institute any claim or proceeding against MUSIC PEI (or its directors, officers or employees) by reason of any approval or disapproval of MUSIC PEI in connection with this application for funding or in connection with any payment or allocation of funding.

3(c) Agree that MUSIC PEI (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 nonpayment of such funding. MUSIC PEI is responsible for payment of funding once funding has been awarded.

4(d) 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(e) Agree that their budget projections are based on fact and have been prepared with due regard to reality and moderation.

6(f) Agree to supply to MUSIC PEI if funding is approved within 60 days of the end of the project a financial statement indicating in detail the costs and expenses relative to the project accompanied with original receipts/ invoices as supporting documentation, and such other documents as may reasonably be requested by MUSIC PEI.

7(g) Agree that MUSIC PEI will respect the confidential nature of the material submitted in this application.

8(h) Agree to allow an accredited accounting firm, or agent acting on behalf of MUSIC PEI or the Prince Edward Island Department of Community Affairs, Culture and Labor, to examine, photocopy and make extracts from the applicant's books of account at all reasonable times, provided that such reviews are limited to matters concerning the details of this application and that all information pursuant to such review is kept confidential by MUSIC PEI.

9(i) Agree to declare, at the time the application is submitted to MUSIC PEI, any monies which have been, or are expected to be, received for the proposed project from other government sources.

10(j) MUSIC PEI's contribution to Year One funding (\$12,000.00) will be made available within 30 days of the date the Letter of Acceptance has been received in the Music PEI office. The amount to be provided will be 75% of \$12,000.00. Year Two funding (\$6,000.00) will be made available within 30 days of the Completion Report for Year One being submitted and approved at the rate of a 75% advance plus the balance of Year I at 25%. Year Three funding will be made available within 30 days of submission of a Year Two Completion Report and an acceptable and detailed Year Three budget. In addition the balance of Year Two (25%) will also be made available.

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12 A final Completion Report must be submitted within sixty (60) days of the end of the fiscal year. Following approval, the final installment (Year Three 25%) will be paid to the applicant or its designated payee. MUSIC PEI reserves the right to withdraw all or part of the recommended funding if the actual budget is substantially different from the projected budget or cannot be substantiated to MUSIC PEI's satisfaction. Failure to provide the final year requirements will cause artist and/or group to be ineligible for future funding until such time as these requirements above have been

13 satisfied. Please note funding for Year II and Year III are contingent on Music PEI receiving funding 2008-2009 and 2009-2010 from the provincial government.

14(k) Agree and certify all the information above to be true and complete, and authorize and consent to the receipt and provision of account and credit information from and to credit grantors, credit bureaus and suppliers of service.

Applicant's Agreement: I hereby warrant that the information submitted in this application is correct to the best of my knowledge.

Signature: _____

Please Print Name: _____

Date: _____