



Songwriter Mentorship Component

Guidelines

2020-2021

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1. Overview

- The Songwriter Mentorship component of the Music Nova Scotia Investment Program offers a \$3,000.00 investment toward the professional development of songwriters in Nova Scotia. In this program, applicants must seek out an experienced songwriter and/or producer to co-write and/or produce the project.
- In this program, the applicant will work with a co-writer and/or producer to develop and record one song, which the applicant will then release and promote.
- Eligible activities include: writing, producing, recording, and marketing of one song. These activities must be detailed in a Songwriter Mentorship Plan, which will be submitted to Music Nova Scotia as a required element of the application.
- With your application, you must submit:
 - An MP3 or streaming link of a recent demo along with lyrics, known as the Assessment Track
 - A current Artist Biography (uploaded to your [Artist Profile](#))
 - A Songwriter Mentorship Plan, which sets out all the intended activities to be undertaken if the project is approved for investment
 - A Letter of Support from the Mentor
 - A Marketing Plan for the release of the Delivery Track
 - A [Guardian Consent Form](#) if under the age of 18
- At the end of the Songwriter Mentorship component, successful applicants are required to deliver to Music Nova Scotia one new, previously unreleased, professional quality sound recording, called the Delivery Track.

- If your application has been approved, you may decide to record a different track than the Assessment Track that you submitted with your application. This is acceptable as long as the Delivery Track conforms to the same requirements as the Assessment Track detailed below.
- Music Nova Scotia will allow a claim for Artist Donated Services of up to the lesser of \$500.00 or 15% of eligible costs for this investment component. Beyond that, Music Nova Scotia will only recognize costs actually paid to third parties.

2. Application Deadlines

- July 20, 2020
- First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.
- **Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 PM on the 15th day – NOT the Monday following the 15th.**

3. Who Can Apply?

- Artist General, Artist II and Artist III
- Other parties such as artist managers, producers and music publishers may fill out the Application on behalf of an Artist or Professional Songwriter; however, the Artist or Professional Songwriter must be the named Applicant.
- Applicants under 18 years of age must submit a signed [Legal Guardian Consent Form](#) with the application.
- There can be only one Application per Artist submitted per deadline.
- Artists rated Artist II or Artist III may apply for this program or may be the named mentor on an application but may not be both. For clarity, an artist may only be named on one application total per deadline, whether they be the mentor or the songwriter.

4. How to Apply

- All Applicants should read Music Nova Scotia's [Glossary of Standard Terms and Business Policies](#) before starting an application.

Application Requirements:

Step 1

Complete the Applicant Profile webform at least one (1) week prior to submitting an application by following this link:

[Applicant Profile](#)

If you have already completed an Applicant Profile under the previous suite of Music Nova Scotia investment programs **please do not** create a new Applicant Profile. However, it is required that you update your pre-existing Applicant Profile at least one (1) week prior to submitting an application. If for any reason you no longer have access to your pre-existing Applicant Profile or if you are unsure if you have created an applicant profile before please contact the Program Manager for renewed access.

Step 2

Complete online application webform by following this link:

[Songwriter Mentorship Application](#)

Step 3

Attach the following required documents to the web form:

- **A Mentorship Plan:**

The Mentor/Mentee Plan needs to demonstrate to the jury the reasons the applicant has selected the Mentor. The plan also needs to detail what plans the Mentor has for the assessment track.

This program is designed to support and pair Nova Scotian songwriters and producers. However, in recognition that Mentors from outside Nova Scotia may be best suited for particular projects, Music Nova Scotia will allow Mentors from out of the province.

If the applicant is choosing a Mentor who doesn't reside in Nova Scotia, the applicant must demonstrate why this Mentor is best for the project and how the project will be completed safely during COVID-19.

- **A Letter of Support from Mentor**

The Letter of Support from Mentor must at a minimum confirm their commitment to work with the applicant on the project.

- **A Marketing Plan and Budget for Completion Track Release**

The marketing plan should detail your release strategy for the Completion Track and how you plan to spend the allotted marketing budget.

- **Streaming Link to Assessment Track**

- An MP3 of a recent demo along with lyrics. This is called an Assessment Track. Your Assessment Track should be an original song or composition that has never been Commercially Released, and it must meet Music Nova Scotia's MAPL requirements for Canadian content.

See [Business Policies: MAPL Certification](#)

- If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with Music Nova Scotia's pre-approval. You may also, only with Music Nova Scotia's pre-approval, submit a previously self-released version of your own song or composition, but only if your intention is to re-record, remix, and re-master it.
 - b) A current Artist Biography (must be attached to your [Applicant Profile](#))
- A [Guardian Consent Form](#) if under the age of 18

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

An incomplete application will be deemed ineligible and will not be considered for investment.

This is a juried component, meaning that all eligible Applications will be sent for evaluation to a Music Nova Scotia jury that will assess the commercial and artistic merit of the Assessment Track and the goals of the Mentorship Plan and Marketing Plan. The jury will be asked to consider whether the project is executable and makes sense, given the artist's resources and what they've accomplished to date.

See [Business Policies: Assessment Process – Juried Component](#)

- If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.
- To receive the full investment, you must complete the activities set out in your Mentorship Plan and your Marketing Plan, provide Music Nova Scotia the Delivery Track and be able to prove that you incurred at least \$4,000.00 worth of eligible expenses during the project.
- After your application has been approved, you may decide to record a different track than the Assessment Track that you submitted with your application. This is acceptable as long as the Delivery Track conforms to the same requirements as the Assessment Track. In that event you will be required to update all the track information when you fill out the [Completion Report](#).

See [Business Policies: MAPL Certification](#)

- If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with Music Nova Scotia's pre-approval.
- Once the Application is approved, all significant changes should be approved by the Program Manager to ensure the on-going eligibility of the project and costs.

5. Eligible Activities

- Co-writing/Production work
- Recording Costs
- Third-party marketing and promotion
- Artist Donated Services – In addition to your third-party costs, Music Nova Scotia will recognize up to a total of the lesser of \$500.00 or 15% of Eligible Costs in donated services from the applicant.
 - To claim this amount, you must submit the [Artist Donated Services Form](#) along with your other expense documentation at the time of completion. Beyond that, Music Nova Scotia will not recognize any other donated services, in-house costs, or in-kind transactions related to your project.

6. Eligible Expenses

- Artist Donated Services
 - The Artist may claim up to the lesser of \$500 or 15% of Eligible Expenses in Donated Services in total. Donated Services must be claimed via an Artist's Donated Services Form. (link)
- Songwriting/Production work
 - Fees paid to Mentor, including co-writing work, arrangements, and production work
 - Songwriting and Production Fees are capped at \$1,500
- Recording Costs
 - Rehearsal space rental
 - Recording studio time, equipment rentals and recording personnel costs
 - Mixing & mastering
 - Hired musicians' fees
 - Recording Costs are capped at \$1,500
- Third-party marketing and promotion
 - Music & Lyric videos (capped at \$500)
 - Publicity and marketing personnel
 - Artwork, photography, & design
 - Advertising (including digital and social media, but excluding buying "likes," "views," and "followers")
 - Marketing Costs are capped at \$2,000.

7. Ineligible Expenses

- Any per diems, meals or hospitality costs
- Any manufacturing costs including physical music formats and merchandise for sale or promotional.
- Equipment purchases

- Artist residencies, creative and songwriting retreats, cost-of-living expenses like rent and utilities

This is not an exhaustive list so please contact the Program Manager to discuss eligibility of any costs that aren't explicitly set out in these Guidelines.

- Music Nova Scotia will only recognize costs actually paid to third parties for this component. This means that, apart from the maximum of \$500 for Artist's Donated Services, you cannot claim your own time or services, nor any other donated services or any in-house costs. If your Artist Development activities are such that you do not need to or expect to spend money on third-party costs, you are not eligible for this investment component.
- No Administration Fees are available for this investment component.

8. How the Applications are Assessed

See [Business Policies: Assessment Process – Juried Component and the Jury Assessment Preparation Guide](#) for tips on how to better prepare your application.

This table shows how elements of the project are weighted and scored by the Jury:
Scoring of the project will be evaluated as such:

- 33% - Assessment Track (Song, Lyrics, Musicality)
- 33% - Mentorship Plan (Does this mentor and the plan make sense for the project)
- 33% - Marketing Plan (Does the applicant have a strong plan to leverage the impact of the songs release)
- You are invited to submit additional material that you feel enhances your Application. It should be uploaded at the time of submission to this your [Applicant Profile](#). Please note that Applicant Profiles should be updated at least one week prior to the annual Artist Development deadline of March 15.
- Such material may include:
 - Professional Photo
 - Producer Biography and/or Credits
 - Up to five press clippings
 - Chart History
 - Awards and Accolades

- Videos – provide URL/hyperlink to a site where the video is hosted.
- Tour Dates (past and upcoming)
- Up to five letters of support from agents, labels, distributors, promoters, radio DJs, etc.

9. Investment and Payments

- Music Nova Scotia may award the full amount requested in the Application, but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music Nova Scotia investment component must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music Nova Scotia. Music Nova Scotia's contribution plus any other Public Investment cannot exceed 100% of the project's Total Eligible Budget. See [Business Policies: Glossary - Public Investment](#).
- Music Nova Scotia may remove any ineligible costs 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 Music Nova Scotia Advance. Please be sure that your costs are eligible!
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a Music Nova Scotia supported project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding. I didn't see this clause included with the marketing component.

The Music Nova Scotia investment is paid out in two stages:

1. An Advance equal to 75% of the amount of approved investment is paid out once the application is approved and Music Nova Scotia and the Applicant have executed the investment agreement.
2. The remainder of the investment is paid out when the Completion Report has been received, reviewed and accepted by Music Nova Scotia.

10. Completion Reporting Requirements

- If approved, you will be given a completion deadline of one year after the date of acceptance of the offer of investment.
- Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the Music Nova Scotia [Cost Report](#), which can be downloaded from the Music Nova Scotia website. Applicants should retain all their invoices, receipts and Proofs of Payment for seven years for Music Nova Scotia and Revenue Canada taxation purposes.
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proofs of payment must either follow each receipt or invoice or be grouped together at the end of the PDF. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.
- Applicants must then upload the [Cost Report](#) along with all related payment documentation, then complete and submit all other sections of the online [Completion Report](#).
- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and a proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- Cash payments are not acceptable in this program.
- Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.
 - Music Nova Scotia reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- As part of your Completion Report, you must upload a link to your Delivery Track(s) and complete the Track Information table.

- This investment only covers 75% of the Total Eligible Budget. To receive the full final payment, your Cost Report must show that you spent at least \$4,000.00 on eligible expenses (including third-party costs) during your Songwriter Mentorship project.
- You must provide the appropriate Logo and Acknowledgment on any press and promotional material and any digital assets you create with the investment. You do not have to commercially release any of the material you record with this investment, but you can choose to do so if you wish. You can release it as a single, or as part of an EP or Album. If you do release it, you must credit Music Nova Scotia on all physical and digital copies of the release, and/or wherever production credits for the track are listed, such as in the artwork and the metadata of the digital file.

See Music Nova Scotia's [Logo and Acknowledgment Guide](#)

- The Completion Report must be submitted to Music Nova Scotia no later than thirty (30) days after the end of the project. The project must be completed within 8 months of the application deadline. No extensions will be available to extend the Songwriter Mentorship Program or the due date of the Completion Report.
- If your completion report has not been submitted by the completion report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your completion report is past-due.
- Upon notification, you will have 28 days to submit your completion report to the satisfaction of the Investment Program Manager. Failure to submit your completion report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.