



Business Skills Development

For Yukon Music Industry Businesses Including:

Studios, Labels, Agents, Promoters, Artist Managers, and
Export-Ready National/International Touring Musicians

- to attend –

Breakout West 2018 Conference and Festival

**October 10-14, 2018
Kelowna, BC**

Guidelines and Application

**Deadline to Apply is 4:00 PM Friday, ~~July 20th~~ August 10th,
2018**

Contact:

Yukon Media Development
303 Alexander Street, 2nd Floor
Whitehorse, Yukon Y1A 2L5
Phone: 867-667-5400
Fax: 867-393-7199
sound.yukon@gov.yk.ca

Purpose

- To provide an opportunity to develop business skills and participate in networking sessions for Yukon music industry professionals through conference participation and the facilitation of business connections.

Objective

- To provide professional development to ensure long-term sustainability of the Yukon music industry.
- To increase awareness of the Yukon music industry outside of Yukon.

Project Scope:

- Participants must be export ready.
- Participants will fully participate in **Breakout West (BOW)** (Conference, Festival and Awards) October 10-14, 2018.

Financial Participation

- Under the Enterprise Trade Fund (Film & Sound Industries), successful participants will receive financial assistance to help offset the cost of registration (selected showcasing artists receive free registration), travel, per diems, accommodation and, if applicable, development and printing of marketing materials specific to event attendance.
- The total cost of marketing materials including website updates and printing of marketing materials may not exceed \$500.00. The design and printing of business cards is not an eligible expense under this program.
- Enterprise Trade Fund contributions will cover up to 50% of the total actual eligible expenses. Up to \$3,000 will be available for eligible Yukon musical acts that consist of a minimum of 51% Yukon residents.
- Participants must make a minimum cash contribution equal to 50% of the total eligible expenses for the project.

Applicant Information

- This opportunity is targeted to Yukon Music Industry Businesses including Studios, Labels, Agents, Promoters, Artist Managers and Export Ready National/International Touring Musicians which meet the policy and guidelines of the Enterprise Trade Fund.
- Export readiness is assessed by:
 - Having a current commercial product available for sale and for digital download on iTunes, or other major download site or streaming site.
 - The applicants' performance history and exposure.
 - The musical acts marketing plan and professional promotional materials
- Applicants must have a proven track record, demonstrating experience and qualifications, in order to successfully derive benefit from attendance at BOW under this specific initiative.
- Applicants must be a Yukon business, majority owned by eligible Yukon residents and be in good standing with Corporate Affairs and with Government of Yukon.
- **Students (secondary and/or post-secondary) are ineligible to apply.**

Note:

- Participants will be responsible for registering for Breakout West 2018, making all travel and accommodation arrangements, and preparing any marketing materials.
- Participants are required to register with Corporate Affairs prior to the issuing of a contribution agreement.
- Participants will be issued a contribution agreement outlining additional reporting requirements and deliverables associated with this opportunity.
- Participants may be found in default if they do not satisfactorily meet their reporting requirements, do not carry out the project as proposed, or breach a material condition of the contribution agreement.
- Travel costs before October 9th, 2018 and after October 15, 2018 are not eligible.
- **Costs incurred before the project is approved will not be considered eligible expenses.**

Application Requirements

Applicants should fully review the Enterprise Trade Fund Policy and Guidelines and FAQ (available online at <https://reelyukon.com/Sound/FundingPrograms/marketingssupport>)before completing their application package.

Within your application, please include the following:

1. Completed Yukon Enterprise Trade Fund Application (attached – page 4).
2. Completed Budget Projection Form (attached – page 5).
Note: The cost and scope of the project must have a reasonable relationship to the business and to the potential return on investment.
3. Detailed description of the importance of participating in this event, identifying objectives and goals and how attending BOW will significantly develop your business. Outline how you will prepare for BOW to ensure that you accomplish your goals.
4. Identify how the success of this initiative will be measured by the applicant.
5. Marketing plan for the applicant's business and a description of how attendance at BOW meets these marketing objectives.
6. Copies of any marketing materials developed to date by the applicant.
7. Detailed resume and corporate profile of the proposed musical act.

Selection Criteria

Yukon Media Development will evaluate all applications based on:

1. The demonstrated readiness of the applicant to take advantage of this business development opportunity per the information provided in the application documents.
2. The applicant's demonstrated commitment to:
 - building a career and/or business in the music industry;
 - skill development;
 - career enhancement;
 - the growth of the Yukon music industry through participation in professional and corporate development programs; and
 - membership and involvement in industry organizations.

All application approvals will be based on merit. Preference will be given to BOW Award nominees and official BOW showcasing acts.

Selection of participants will be based on the number and quality of applications received and will be at the sole discretion of Yukon Media Development.

Application Deadline

Applications and all supporting materials must be received by Yukon Media Development **by 4:00 PM Friday, August 20th, 2018.**

You may submit your complete application package to:

Sound.Yukon@gov.yk.ca

*Please note: Emailed applications should be delivered in a single email containing the entire application package using attachments in either Word or PDF format. Please include your last name and "**BOW Application**" in the subject line.*

In person:

*303 Alexander Street, Second Floor
Whitehorse, Yukon*

By mail:

*Yukon Economic Development
Media Development
P.O. Box 2703 (F-3)
Whitehorse, Yukon Y1A 2C6*

It is the responsibility of the applicant to ensure that their application is delivered on time. Applicants can verify receipt of their application by calling 867-667-5400.

**SOUND INDUSTRY
YUKON ENTERPRISE TRADE FUND APPLICATION
Break Out West Participation October 10-14, 2018**

Company Name: _____

Address: _____ Postal Code: _____

City: _____ Phone: _____ Email _____

Contact Name: _____ Website: _____

Amount Requested for Funding: \$ _____

Project Name: Attendance at Breakout West October 10-14, 2018

Project Start Date: August 31, 2018 Project End Date: October 15, 2018

I am submitting this application for the purpose of obtaining financial assistance from the Government of Yukon. The statements herein, including all further submissions in regard to this application, are, to the best of our knowledge, true and correct.

I submit that, to the best of my knowledge, all aspects of this project will be in compliance with existing municipal, territorial and federal codes, guidelines and laws and I declare that my business/organization is in good standing with Yukon Corporate Affairs and that any debts owed to the Government of Yukon are in good standing.

I agree to allow representatives of the Government of Yukon access to the site and premises of the project described in this application, to inspect the bookkeeping and records, to make inquiries and credit checks and to obtain all other pertinent information necessary to evaluate this application.

We understand that all or part of this application may be made available to the public in accordance with the ***Access to Information and Protection of Privacy Act***.

Signature: _____

Date: _____

Print Name: _____

Title: _____

Attendance at BreakOut West Participation October 10-14, 2018

Budget Projection Form

Musicians Name: _____

Applicant Name: _____

Departure Date: _____ Return Date: _____

Expenses for _____ # of people attending under this application

Per Diem (6 days max)	Up to \$85.00 per day x _____ days	\$ _____
Hotel – (Kelowna) (5 nights max)	\$_____/night x _____ nights	\$ _____
Registration and BOW and Event tickets (luncheon, awards show)	No registration charge for showcasing artists. Registrations do not include event tickets	\$ _____
Air Transportation	Up to \$1,000.00/person	\$ _____
Ground Transportation		\$ _____
Marketing Materials	<i>Please include quotes from graphic designers/printers. Total may not exceed \$500.00 or include cost of business cards</i>	\$ _____
Travel costs to and from Whitehorse	<i>If from the communities</i>	\$ _____
	Total Eligible Expenses	\$ _____

Sources of Funding:

Enterprise Trade Fund (*not to exceed 50% of Total Eligible Expenses above or \$2,000
for solo acts or \$3,000 for duos or groups.*) \$ _____

Participant Contribution: \$ _____
• (*minimum cash contribution of 50% of Total Eligible Expenses above*)

In-Kind Contributions: (if applicable) \$ _____

Other Sources of Financing: (if applicable) \$ _____