



## **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 2016  
Conference, Festival and Awards**

**October 13-16, 2016  
Regina, Saskatchewan**

## **Guidelines and Application**

**Deadline to Apply is 4:00 PM Friday, July 29, 2016**

**Contact:**

Yukon Film & Sound Commission  
303 Alexander Street  
Whitehorse, Yukon Y1A 2L5  
Phone: 867-667-5400  
Fax: 867-393-6228.  
[www.soundyukon.com](http://www.soundyukon.com)

## **Purpose**

- To provide an opportunity to develop business skills and 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 BOW (Conference, Festival and Awards) October 13-16, 2016 with the guidance of MusicYukon during the event.
- Participants will debrief with MusicYukon following the conference (to be completed by October 31, 2016) and discuss next business steps.

## **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 their registration for free), travel, per diems, accommodation and, if applicable, development and printing of marketing materials specific to event attendance.
- The total cost of website updates or development 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 75% of the total actual eligible expenses to a maximum of \$2,500 for solo acts and \$3,000 for duo's or groups that will have more than one Yukon resident attending BOW 2016 in Regina.
- Participants must make a minimum cash contribution equal to 25% 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 that meet the policy and guidelines of the Enterprise Trade Fund.
- 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 demonstrate a commitment to a career and/or business in the music industry by providing applicable history, a marketing plan, and professional promotional materials.
- Applicants must be Canadian citizens or landed immigrants doing business in Yukon.
- Applicants must be a Yukon business in good standing with Corporate Affairs and with Yukon Government.
- Students (secondary and/or post-secondary) are ineligible to apply.

**Note:**

- Participants will be responsible for registering for Breakout West 2016, making all travel and accommodation arrangements, and preparing any materials as requested by the mentor.
- 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.
- **Costs incurred before the project is approved will not be considered eligible expenses.**

**Application Requirements**

*Applicants should fully review the Enterprise Trade Fund guidelines for Film and Sound Industries before completing their application package.*

Within your application, please include the following:

1. Completed Yukon Enterprise Trade Fund Application (attached – page 5).
2. Completed Budget Projection Form (attached – page 6).  
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 and the Yukon music industry. 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 of the proposed participant.

## **Selection Criteria**

The Yukon Film & Sound Commission 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.

Selection of participants will be based on the number and quality of applications received and will be at the sole discretion of the Yukon Film and Sound Commission.

## **Application Deadline**

Applications and all supporting materials must be received by the Yukon Film & Sound Commission **by 4:00 PM Friday July 29, 2016.**

You may submit your complete application package to:

### **by email:**

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, First Floor  
Whitehorse, Yukon*

### **By mail:**

*Yukon Economic Development  
Film & Sound Commission  
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 13-16, 2016**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_ Email \_\_\_\_\_

Contact Name: \_\_\_\_\_ Website: \_\_\_\_\_

Amount Requested for Funding: \$ \_\_\_\_\_

Project Name: Attendance at Breakout West October 13-16, 2016

Project Start Date: August 1, 2016 Project End Date: October 17, 2016

I am submitting this application for the purpose of obtaining financial assistance from the Yukon Government. 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 the Yukon Government are in good standing.

I agree to allow representatives of the Yukon Government 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 13-16, 2016**

**Budget Projection Form**

---

Applicant Name: \_\_\_\_\_

Departure Date: \_\_\_\_\_ Return Date: \_\_\_\_\_

**Expenses**

Per Diem (5 days max)	Up to \$85.00 per day x _____ days	\$ _____
Hotel – (Regina) (5 days max)	\$_____/night x _____ nights	\$ _____
Registration at BOW	no charge for showcasing artists	\$ _____
Air Transportation	Up to \$1,000.00	\$ _____
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>	\$ _____
<b>Total Eligible Expenses</b>		<b>\$ _____</b>

**Sources of Funding:**

Enterprise Trade Fund (*not to exceed 75% of Total Eligible Expenses above or \$2,500 for solo acts or \$3,000 for duo's or groups.*) \$ \_\_\_\_\_

Participant Contribution: \$ \_\_\_\_\_  
• (*minimum cash contribution of 25% of Total Eligible Expenses above*)

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

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