

**EAST
COAST
MUSIC**
AWARDS

MAY 7-11, 2025
ST. JOHN'S, NL

A photograph of a male musician with curly hair, wearing a blue and white striped shirt over a white tank top, playing an acoustic guitar and singing into a microphone. The background is a soft, greenish-yellow light.

Stages Guidelines
2024-2025

Welcome to the East Coast Music Association (ECMA) 2025 Stages submission guidelines. The East Coast Music Association presents over 30 stages and 100+ performances each year. Stage submissions are adjudicated by juries of qualified regional, national and international music industry professionals and peers.

Please review all guidelines before proceeding with your submission.

Stages applicants are expected to be familiar with all guidelines.



East Coast Music Association Inc.

Toll-free: 1-800-513-4953 / Local: 1-902-423-6770 / Email: membership@ecma.com

Click here for [ECMA definitions](#)

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KEY DATES

Submission Period

September 3 to October 4, 2024

Eligibility Period

Music must be fully released between June 1, 2023 – April 30, 2026

Artist Selection

Artists selected for a performance will be contacted between November 2024 and February 2025.



ELIGIBILITY REQUIREMENTS

Atlantic Canadian

Applicants must be Atlantic Canadian in accordance with the ECMA definition. In the case of a group, an artist listing may include the terms “vs” “&” or “featuring,” however, at least 50% of group members must fulfill this eligibility criteria. This excludes any sampled or AI-generated music.

For awards and showcase purposes, Atlantic Canada is defined as New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island. To be defined as Atlantic Canadian, a person must either be born in Atlantic Canada or have lived in Atlantic Canada for at least 12 months during the ECMA eligibility period (June 1, 2023 – April 30th, 2025). In the case of a group, at least 50% of members must be Atlantic Canadian. Cases where an Atlantic Canadian plays a primary leadership role in the project are eligible for consideration, subject to approval by the Awards & Stages Committee.

Atlantic Canadian Business: Candidates must reside and work in Atlantic Canada. In the case of a company, candidates must maintain an office and be a registered business in Atlantic Canada to be eligible.

ECMA Membership

Applicants must hold a membership in good standing with the East Coast Music Association. This means having an up-to-date ECMA membership, with no one in your group or party having had their membership revoked due to violations of the ECMA Code of Conduct.

Applicants who do not hold an active ECMA membership will be contacted to update their membership before being considered for an award nomination or stage opportunity. Note that a free ECMA membership is included in, and can be claimed by providing ECMA with proof of, membership with any of the following music industry associations:

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- African Nova Scotian Music Association
- Cape Breton Music Industry Cooperative
- Music/Musique NB
- MusicNL
- Music Nova Scotia
- Music PEI

If you have any questions regarding your membership status, please log in to your account online or email us at hello@ecma.com.

Eligibility Issues

Any eligibility-related issues shall be dealt with at the sole discretion of the ECMA Awards & Stages Committee. ECMA reserves the right to disqualify any applications that do not meet ECMA's Eligibility/Basic Requirements. Applicants whose submissions are disqualified or not accepted will not be notified.

SUBMISSION REQUIREMENTS

Deadline

Submissions will be accepted from **September 3, 2024 at 9:00 AM (ADT) to October 4, 2024 at 11:59 PM (ADT)** at ecma.awardstage.com.

All submission requirements must be met at the time of submission. In the interest of fairness, incomplete or late applications will not be accepted.

Fees

Stage submissions are subject to an application fee of **\$20 CAD**.

Any application and membership fees associated with the application must be received for the application to be considered. Application fees are non-refundable.

Financial Aid

New this year, to ensure financial accessibility to all artists, **application fees will be waived for the first 48 hours of the submission period, from September 3, 2024 at 9:00 AM (ADT) to September 5, 2024 at 9:00 AM (ADT)**.

APPLICATION QUESTIONS

NOTE: There are separate applications for awards and showcase opportunities. To be considered for an award, please submit a Award Application.

Required Stages Information

1. Name of applicant to be considered for a stage
2. What region do they represent?
3. Lead contact information (name, role, phone number, email, address)
4. Promo photo (JPG, JPEG, PNG)
 - a. Please ensure your photo is landscape oriented, minimum of 300dpi, and labeled correctly with "Your Name". Photos that are not properly submitted will not be used.
5. List of band members (name, role, phone number, email)
6. Short Bio
7. Link to artist/group socials (Instagram, Twitter, Facebook etc.) or website
8. Describe performance/touring experience in the last two years
9. Options of formats (solo, duo, trio, full band)
10. Live performance footage (video link)
11. Length of set
12. Stage plot (PDF only)
13. Do you wish to be considered for the Accelerator Program (formerly known as the Export Program)
14. Self identification information

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Accelerator Program Questions (if selected)

15. What is your main driver of revenue
16. What areas do you wish to develop by participating in the Accelerator program
17. The Accelerator Program requires significant organization and an increased investment of time. ECMA typically requires applicants to be supported by a team member or support person. Please describe your situation:
 - a. I have representation and will be bringing a member of my team (e.g. manager, booking agent) Please list name and role: _____
 - b. I am self-managed and am committed to managing my participation
 - c. I require a support person/mentor to be assigned to me



JURYING PROCESS

After an internal screening process, applications are juried by qualified regional, national, and/or international industry professionals and artists selected for their specific expertise across musical genres. ECMA aims to assemble juries that reflect the diversity of regions, communities and musical genres in Atlantic Canada.

- Each jury is made up of a minimum of 4 jurors.
- During a limited jurying process applicants are categorized into A-B-C-D-E ranking, using a 5-star scoring system outlined in the [Stage Criteria](#) section.
- An internal curation process will follow to finalize programming decisions
- Artists will be selected from the Stages Applications to participate in the Accelerator Program. The ECMA may make adjustments to the artist selection to ensure geographical, genre, and community representation.



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STAGES CRITERIA

All ECMA members who have a live set of at least 20 minutes can apply for a festival stage performance.

Evaluation Criteria: Stages

Grade	Description	Criteria
5 Stars = A	Exceptional	<p>Demonstrates exceptional performance ability through tours and live shows. Would be a suitable headlining act.</p> <p>Has developed a national or international revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Has consistent and original branding with effective promotional strategies, as demonstrated by engagement on social media platforms and streaming.</p>
4 Stars =B	Strong	<p>Demonstrates strong performance ability through tours and live shows. Would be suitable as direct support for a headlining act.</p> <p>Is developing a national or international revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Has original branding with effective promotional strategies, as demonstrated by engagement on social media platforms and streaming.</p>

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ECMA 2025 Stages Guidelines

<p>3 Stars = C</p>	<p>Good</p>	<p>Demonstrates consistent performance ability through tours and live shows. Would be suitable on an ECMA stage.</p> <p>Is developing a revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Inconsistent but generally effective promotional material, as demonstrated by engagement on social media platforms and streaming.</p>
<p>2 Stars = D</p>	<p>Developing</p>	<p>Demonstrates some performance ability through tours and live shows. May require further experience or refinement before being ready for ECMA stages.</p> <p>Aspects of the application are promising but still need development.</p> <p>Demonstrates little development of revenue streams.</p> <p>Ineffective promotional material, as demonstrated by engagement on social media platforms and streaming.</p>
<p>1 Star = E</p>	<p>Needs Work/Not a Fit</p>	<p>Does not significantly demonstrate performance ability through tours and live shows. Requires further experience or refinement before being ready for ECMA stages.</p> <p>Aspects of the application require significant development.</p> <p>Demonstrates no development of revenue streams.</p> <p>Lack of promotional material.</p>

ECMA DEFINITIONS

For detailed definitions of terms for ECMA purposes, please visit:

www.ecma.com/ecma-definitions/



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