



## **Music PEI Canadian Song Challenge in partnership with ECMA 2019**

The Music PEI Canadian Songwriter Challenge supported by Bell Media is proud to present the fifth edition of this initiative in partnership with ECMA 2019 taking place from May 1-5, 2019. The Music PEI Canadian Songwriter Challenge in partnership with the provincial Music Industry Associations offers a unique opportunity for East Coast songwriters to come together to collaborate with other artists from across Canada.

This initiative held in conjunction with the ECMA 2019 Conference will bring together some of the leading music industry professionals from across North America to examine and discuss the art and the commerce of songwriting in workshops, listening sessions and networking opportunities, with a focus on creating multiple revenue streams.

These songwriters will collaborate together for two-days to co-write and record two demos in a recording studio in PEI. Selected artists will have the opportunity to pitch their songs to a panel of delegates, including music supervisors, publishers, labels, and other industry professionals from Canada and abroad. Participating artists will also have an opportunity to pitch their own catalogue of songs.

You can listen to a sample of songs created since the first Canadian Songwriter Challenge [HERE](#).

The Music PEI Canadian Songwriter Challenge is not genre specific and is open to both solo artists and bands. The primary songwriter (if a band) will participate in the songwriting process.

### **Eligibility:**

Artists/groups must complete this submission form and meet the following export-ready or exporting artist or professional songwriter criteria.

**'Export Ready Artist' must:**

1. have an up to date marketing and business plan.
2. have at least one (1) recording released (minimum 6 song or 30 minutes) within the past 36 months. If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to Amazon, iTunes, EMusic, CDBaby, Google Play, etc. Mail order or sales limited to your own website alone will not qualify.
3. have minimum sales of 500 units. You may be asked to provide proof. If self-distributed you must be able to provide a combination of the following:
  - A manufacturing receipt to prove how many CD's you had manufactured.
  - Affidavits from retail outlets attesting to the number of units sold.
  - A log or ledger of off-stage sales signed by each venue manager.
  - Festival sales reports for off-stage sales.
  - Digital download service providers reports (3 digital downloads constitute one unit sold).
4. have upcoming bookings/tour in the next 12 months and tour history outside of your region in the previous 12 months.
5. have a strong professional history (bio).
6. have an independent or established team/infrastructure.
7. have industry recognition (awards, nominations etc.)
8. for groups have band agreements are mandatory.
9. for solo artists, you must have a dedicated commercial bank account in place.

**'Exporting Artist' must:**

1. have a minimum of one nationally distributed release. One of these recordings must have been released within the last 36 months.
2. have one internationally distributed recording. If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, CDBaby, Google Play, etc. Mail order or sales limited to your own website alone will not qualify.
3. have a minimum of 2,000 total unit sales of all recorded music products. (3 digital downloads constitutes one unit sold). You may be asked to provide proof.
4. be currently exporting and touring outside of the country.
5. have airplay, national charting on published charts, or video play.
6. have an up to date marketing and business plan.
7. have management/Self-management team with proven history.
8. have industry recognition (nominations· awards, etc.)
9. for groups, have band agreements are mandatory.
10. for solo artists, you must have a dedicated commercial bank account in place.

**Professional Published Songwriters & Composers must meet 4 of the 6 the following criteria:**

1. Have at least 2 songs recorded by another artist
2. Have at least one song licensed for TV, film or video

3. Have composed music for a soundtrack for TV, film, video or radio
4. Have recorded samples of your work
5. Have a website
6. Have a publisher, an agent or someone working on your behalf to monetise your music.

All submission requirements must be met. Incomplete applications will not be accepted. Any occurrences of questionable eligibility shall be dealt with at the discretion of ECMA. When making selections, jurors will consider the artist/group's history, current activities, future plans, marketability, target audience and quality. The jury will be made up of representatives of ECMA, Music PEI and the regional music industry. Please read the guidelines thoroughly before starting your submissions.

**Click [HERE](#) to fill out the official Canadian Songwriter Challenge application form.**