

# SASKOMUSIC

## EXPORT DEVELOPMENT PROGRAM (UK/EU)

### PURPOSE:

To expand the reach and export markets of Saskatchewan music based cultural products.

### ABOUT THE PROGRAM:

SaskMusic has hired an in-market consultant to assist, promote and develop export-ready Saskatchewan recording artists' infrastructural development in the UK and Europe. Services include, but are not limited to, research and introductions to appropriate in-market contacts, writing and formalizing relevant pitches and assistance with logistics, backline rental and immigration.

### ABOUT THE CONSULTANT:

Shane Shapiro is a freelance music industry consultant, based in London, UK. Originally from Toronto, ON Shapiro is currently the UK and EU representative for the Canadian Independent Music Association. Through this, he stewards Canadian Blast and Canada House showcases in over thirty festivals including MIDEM, Reeperbahn and The Great Escape. He is the artistic director for Canada Day in London (the largest Canada Day outside of Canada) and Nuit Boréale in Paris and staged a Canada Day event in Berlin in 2011.

Before joining CIMA as freelance Shain was an internationally published music journalist, contributing to Timeout, VICE, JamBase, View Magazine, Tourdates, DrownedinSound and others.

He moved to Europe in 2004 and lives in North London. He has a team of two core freelancers in booking and promotion based in the UK and a bilingual French freelancer, based in Paris. Shain also liaises with all other 'global music export offices' around the world, staging networking and B2B events with them at major conferences and festivals.

### ELIGIBILITY

Are you export ready? To be considered export-ready you MUST meet four (4) of the following eight criteria:

1. At least one commercial release in Canada in the past 24 months or have plans for a commercial release in Canada in the next 6 months;
2. At least one commercial release that is distributed internationally;
3. Completed at least one Canadian tour in the past 24 months or have confirmed bookings in the target location;
4. An established team including at least two of the following: artist manager, record label, booking agent and/or publicist;
5. Airplay on a published radio chart in the past 24 months;
6. Public and industry recognition (via video play, web hits and streams, music press, blogs, awards, etc.);
7. Minimum of 3,000 combined units sold of all recordings released;
8. Realistic business and marketing plan.

**\*\*Note: You must be a current member of SaskMusic to access this program\*\***

If you are not eligible for the export ready level of this program but still have questions about the UK and European markets please direct any questions to Program Manager Derek Bachman, [derek@saskmusic.org](mailto:derek@saskmusic.org). As long as you are a current member you can still access the consultant in order to prepare for the steps to reach an export ready level.

### APPROVAL PROCESS

The consultant and SaskMusic will review your application to determine export readiness and market potential.

If accepted a meeting will be scheduled between you, the consultant and the program manager to discuss next steps. The consultant will treat each act on a case-by-case basis and provide advice on market preparation to ensure sustainable expansion.

# SASKOMUSIC

## EXPORT DEVELOPMENT PROGRAM (UK/EU) APPLICATION FORM

### Part A: Applicant Contact Information

Artist or Business Name:		
Mailing Address:	City:	Postal Code:
Phone Number:	Fax Number:	
Email Address:	Website Address:	
Provide a link to where your complete Electronic Press Kit (i.e. Sonicbids, ReverbNation) can be found:		

### Part B: Export Readiness

Please provide a brief bio (150 words)

---

---

---

---

---

---

Please provide a brief explanation as to why exporting is the next logical step in your music career.

---

---

---

---

---

Please provide a brief explanation of why the UK/Europe is a good fit for your act.

---

---

---

---

---

## **Application Eligibility Checklist:**

As outlined in the guidelines each applicant must meet at least four (4) of the following criteria. Please provide verifiable evidence of your adherence to each of the applicable criteria:

**1. Released a nationally distributed recording in the past 24 months or have plans to release a nationally distributed recording in the next 6 months.**

- Proof or UPC for the nationally released recording.
- Release date for the upcoming nationally released recording.

**2. Released an internationally distributed recording**

- A copy of your agreement for international distribution of at least one track.

**3. Completed at least one CDN tour in the past 24 months OR have confirmed bookings in the target location**

- Tour history for the last 24 months, 8 consecutive dates minimum.
- Dates and venues of any bookings you may already have in the target location (if any).

**4. An established team of experienced music industry professionals**

- Names, biographies and contact information of any industry professionals (Manager, Agent, Publicist, Radio Promoter, Publisher, Sync Agent) that you currently have engaged to assist in the development of your career.

**5. Airplay on a published radio chart in the past 24 months**

- Name(s) of specific charts and the dates you received airplay.

**6. Public and Industry recognition**

- Copies of press clippings, reference letters, number of video plays, web hits and streams, blogs, awards, etc. that indicate recognition of your act.

**7. Minimum of 3,000 combined units sold of all recordings released**

- Evidence of sales including Sound Scan reports, settlement sheets and manufacturing sheets. SaskMusic will count confirmed evidence of 6 digital downloads to equal the sale of one (1) unit for purposes of this application.

**8. Realistic Business and Marketing Plan**

- A current business/marketing plan.

**Please e-mail the completed form and additional documentation to Derek Bachman at:**

**[derek@saskmusic.org](mailto:derek@saskmusic.org)**

**Contact Info and Inquiries:**

All inquiries may be directed to:

Derek Bachman

Program Manager

Phone: 1-800-347-0676 within Saskatchewan

1-306-347-0676 outside of Saskatchewan

Email: [derek@saskmusic.org](mailto:derek@saskmusic.org)

Website: [www.saskmusic.org](http://www.saskmusic.org)