

Demo Recording

Guidelines 2026/27



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Demo Recording Guidelines 2026/27

The **Demo Recording** program supports new and emerging artists from systemically excluded groups living in B.C. to engage in sound recording and mentorship with local music producers. This program is funded through Amplify BC.

Amplify BC is a \$7.5 million annual investment by the Province of BC to support the competitiveness and sustainability of B.C.'s music industry, administered through Creative BC.

Targeted funds for systemically excluded groups will be distributed provincewide through two programs: [Demo Recording](#) and [Business Foundations](#).

Demo Recording Budget: \$200,000 supporting 100 projects from British Columbia.

Program Overview

Who is eligible? B.C.-based producers working with new and emerging artists from systemically excluded groups

Eligible activities: Demo recording and mentorship with a B.C. producer

Grant amounts: \$2,000

Supporting projects occurring between January 1, 2026, and December 1, 2026

Applications open: January 28, 2026

How to apply? Submit an online application form by March 25, 2026, at 4:00 PM, PT

Aims + Objectives

- Reduce barriers to music creation for new and emerging artists launching careers in music
- Support systemically excluded artists and producers in gaining opportunities in the music industry
- Engage in skills development, building professional capacity for new and emerging artists
- Invest in producers to mentor and develop new talent
- Create new business opportunities for producers and recording studios

Applicant Eligibility

This program supports new and emerging artists from systemically excluded groups in B.C.'s music industry, who face barriers to participation and have been underrepresented and underserved by funding programs.

Systemically excluded groups:

- Indigenous Peoples: First Nations (Status/Non-status), Métis, or Inuit
- Black (or Afro-Canadian, including Black Caribbean, Black African and others from the African Diaspora)

- People of Colour (this may include Arab, Chinese, Filipino, Japanese, Korean, Latin American, South Asian, Southeast Asian, West Asian, and people of mixed ancestry)
- People living with one or more Disabilities (including those who live with chronic illness or are neurodivergent)
- People who are Deaf/deaf or hard of hearing
- 2SLGBTQIA+ people: Two-Spirit, lesbian, gay, bisexual, transgender, queer, intersex, asexual, non-binary and gender diverse

For groups with more than one member, this program will fund groups where the primary songwriter(s) or lead artist(s), or 50% or more of the band members, identify with one or more of the above groups.

Each band member and the producer will receive an automated Self-ID form to complete. The information is required to demonstrate eligibility for the program and provides Creative BC with information on representation across all programs.

New and Emerging Artists:

Artists of all ages with a commitment to music creation and clear, achievable goals, who stand to benefit from working with an experienced producer.

New artists exhibit the following characteristics:

- Musical experience as a vocalist, instrumentalist, or in making electronic music
- Demonstrate artistic ability, and potential for a career in music
- Experience songwriting, composing, and/or performing music, whether paid or unpaid
- Actively working towards achieving their goals in music

This program is not intended to support established artists. Established artists are supported through Amplify BC's [Career Development program](#). Refer to the Career Development [guidelines](#) for the definition of an established artist.

Project Eligibility

This program supports mentorship and the creation of 1-2 demo recordings for B.C.-based artists with a local B.C.-based producer. In this program, demos are recordings created to develop and workshop musical ideas that demonstrate the potential of a song, or the capabilities of a musical artist. Demos may be used for limited circulation in preparation for a full recording or may be used for commercial release to the public. Recording environments can include commercial studios, home studios, and mobile studios within B.C. This grant is paid directly to the producer.

Mentorship may include, but is not limited to, providing feedback, offering guidance throughout the music production process, assisting with budgets, helping you identify your strengths and weaknesses, goal setting, networking, release strategies, and preparing music for release.

Eligible recording activities include:

- Demo recordings of original songs or compositions
- Arrangements or interpretations of existing works for classical, jazz, opera, and other genres where this is common practice

Ineligible activities include:

- Project activities that take place outside of B.C.
- Self-produced projects where the artist is also applying as the sole producer
- Standalone mixing or mastering projects
- EPs, album projects, or remixes
- Projects without a mentorship component, and
- Any work that contains elements of serious or gratuitous violence, sexual violence or exploitation, obscene, indecent or pornographic content within the meaning of the Criminal Code, or elements which are libelous or in any other way unlawful

Other Eligibility Information

This program supports applications that are jointly prepared by the artist and the producer. The primary contact for the application must be the producer. A producer is defined in this program as an experienced recording professional and/or musician who influences and guides the creative direction of a song and the recording process for the artist. Self-produced artists, particularly in electronic genres, cannot apply to pay and produce themselves, but may apply to this program to hire a more established producer to work with them as their mentor for the project.

Applicants must also meet all the following criteria to be considered eligible:

- Artists may receive a maximum of one Demo Recording grant over the lifetime of the program
- Previous Career Development recipients are ineligible in Demo Recording as the artist, but may apply to work as a producer
- Artists must have resided in B.C. for at least 200 of the 365 days immediately preceding the application deadline of March 25, 2026. In the case of a band or group, at least 50% of the permanent performing members must meet the B.C. residency requirements.
- The producer must be based in B.C and all production work done in B.C.
- The producer must have demonstrated experience recording and releasing music
- The artist and the producer must have filed income taxes in B.C. in the taxation year prior, if legally required to do so
- The artist and the producer, or the owners, principals, directors, officers and shareholders of the applicant company, must be in good standing (i.e., not in default) with Creative BC

Producers can submit multiple applications but can only receive a maximum of 3 successful projects per intake. An individual application must be submitted for each artist. Applicants must provide a signed agreement between the artist and the producer that outlines their business relationship, and the master and copyright ownership of the works produced as part of this project. Applicants can create their own or use the template agreement provided on the Demo Recording program page.

Financial Participation

Applicants may apply to Creative BC for a grant of **\$2,000** to record one or two songs. This program covers **100%** of expenses up to the grant amount. Artists can submit one application only per intake.

This grant is paid directly to the producer and offers an advance of \$1,500 upon approval of the project and signing of a funding agreement. The remaining \$500 is disbursed to the producer upon review of the final report and submission of the completed recording(s).

Approved projects support both the artist and the producer, and cannot be altered to support a different artist, or to work with a different producer. The artist and the producer must be the same for all recordings. This program funds activities and related expenses incurred between **January 1, 2026**, and **December 1, 2026**.

Application Procedures

The Demo Recording program opens **January 28, 2026**, and has an application deadline of **March 25, 2026, at 4:00 PM, PT**.

The [online application](#) is available on the Creative BC website. Artists may submit one application only. Applicants with questions are encouraged to contact Creative BC staff prior to applying. If you have limited access to internet or connectivity issues, please contact Creative BC staff to arrange for a printable/hard-copy application form that can be submitted by the deadline, via regular post.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. Applicants must contact staff a minimum of two weeks prior to the deadline for support.

Upon submitting the application, the self-identification form will be emailed to each person specified. This form must be completed by **April 8, 2026**, which is two weeks after the application deadline date.

Results will be available approximately 12 weeks after the deadline. All applicants will receive their application results by email.

Program Evaluation

Applications will be evaluated by a panel of industry professionals that represent the groups this program is intended to serve. Applications will be scored according to the priorities of the program using the categories below. The Demo Recording Scoring Sheet is available on Creative BC's website.

- Artist Pitch
- Producer Pitch
- Mentorship
- Creative Content

Project Completion

Deadlines for final reports are **ongoing up until December 1, 2026**. To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report
- Signed studio/mentorship log by the producer and the artist
- Delivery of completed demo recordings.
- Approved Creative BC and Province of BC joint logo placement(s) (if applicable)

Recordings are required to be submitted to Creative BC, but do not have to be released publicly.

Terms of Funding

Advance of Funds

The advance of funds (the “Advance”) is non recoupable (except as noted below under Forfeiture and Default and within the Agreement) and will be released through one drawdown if the Creative BC commitment is \$5,000 or less; and if the Creative BC commitment is over \$5,000, over two drawdowns (75% and 25% of the Advance, respectively), according to the conditions laid out in the Agreement.

Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.’s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC’s Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more.](#)

Use of Artificial Intelligence Technology

Applicants using Artificial Intelligence (AI) technology should refer to the Province of British Columbia’s [Draft artificial intelligence responsible use principles](#). In particular, applicants should consider how the principles of **transparency**, **accountability**, and **fairness** apply to their use of AI within this program.

The use of Artificial Intelligence (AI) technology must be disclosed and outlined in the application.

This applies to:

- The use of AI to prepare the application form and all supporting materials; and
- The use of AI in the creation of content or otherwise, for projects supported by Creative BC.

It is the responsibility of the applicant to ensure that all applications and projects have access to all underlying rights including content that is created with the assistance of AI technology.

Creative BC views emerging technologies as potential tools to empower practitioners, not replace them, while remaining aware of their evolving legal, ethical, and cultural implications. Disclosure around the use of AI technology is required to understand how these technologies are being used and how they align with the Province of British Columbia’s principles of use.

Creative BC does not use AI technology to evaluate applications and supporting materials.

Justice, Equity, Decolonization, Diversity + Inclusion

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, decolonization, diversity and inclusion in program delivery. [Learn more.](#)

Misrepresentation

If an applicant approved for funding has provided false information with respect to their identity as one of the groups eligible for this program, Creative BC may:

- Consider the recipient in default, and terminate their funding agreement
- Require the repayment of all funds issued

- Deem the applicant ineligible for future funding

Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default, according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

Application Checklist

To apply, applicants must complete and submit the following items available on the Demo Recording program page in Microsoft compatible formats:

Required for all applicants:

- **Online application form**
- **Completed Self-ID form** by both the artist and the producer associated with the application (sent via email to both individuals)
- **Music sample(s)**, in the form of lyrics (written music for the song(s) to be recorded), audio sample (mp3), video, score, or scratch track
- **Artist Pitch**, in the form of a 1-page written document, or 2-minute audio clip or video
- **Producer Pitch**, in the form of a 1-page written document, or 2-minute audio clip or video
- **Signed agreement** between the artist and the producer outlining their business relationship and master and copyright ownership of the demos recorded (optional template available)
- **Producer CV**, 2 pages maximum

Required if the producer is applying as a business:

- **Business Statement of Registration, Certificate of Incorporation, or GST Number**

Recommended materials:

- **Other supporting documents:** Artist's performance history, or letters of support

Questions?

Make sure to review the FAQ and all the program materials on our website. If you still have any questions about eligibility, or require additional supports to submit your application, please contact:

Lu Slone (they/them)

Coordinator, Music Programs

lslone@creativebc.com

Direct Line: 236-466-1464

Program inquiries: [Schedule an appointment](#)

Sign up for online **info sessions** on the [Creative BC website](#).