

Demo Recording Business Foundations Information Session 2026/27

Amplify BC



creativebc.com | [@creativebcs](https://twitter.com/creativebcs)

Territorial Recognition

Our offices are situated on the unceded traditional territories of Coast Salish people, including the x^wməθk^wəyəm (Musqueam), S_kwx_wú7mesh (Squamish), and səliwətał (Tseil-Waututh) Nations.

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 200,000 Indigenous people living in British Columbia, including First Nations, Inuit, and Métis. The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C.



FIRST PEOPLES CULTURAL COUNCIL
Learn more through the
First Peoples' Map of BC



INDIGENOUS SCREEN OFFICE PROTOCOLS
Resources and practices for
working with Indigenous peoples,
stories, and communities.

Ground Rules

- Any request for clarity or information helps everyone learn. All questions are welcomed.
- We'll discuss the Demo Recording Program first, followed by Business Foundations.
- Staff will monitor the chat as we discuss. These slides will be available on our website and can also be shared upon request.
- Still have questions after this session? Send us an email!

About Creative BC

Creative BC is an independent society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing. The society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy.

**British Columbia's creative sector consists of five industries,
and one segment that contributes to all**



**Book
Publishing**



**Interactive +
Digital Media**



**Magazine
Publishing**



**Motion
Picture**



**Music +
Sound Recording**



**Multi-Creative
Industry Services**

What is Amplify BC?

creativebc.com/amplify-bc

Funding for British Columbia's music industry began in 2016 through the BC Music Fund, administered by Creative BC, and is now called Amplify BC.

In April 2023, the Province of BC announced a historical investment of \$22.5M into music funding, extending Amplify BC programs province-wide through 2027.



Demo Recording
2024/25 recipient artist
Jaspa with producer
Gabe Miller, Business
Foundations 2024/25
recipient, at The Miller
House, Vancouver.

Systemically Excluded Groups Definition

Both Demo Recording and Business Foundations support people from systemically excluded groups in B.C.'s music industry, who face barriers to participation, and have been underrepresented and underserved by funding programs:

- **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.

How Does Self-Identification Work?

- All band members (Demo Recording) and business owners (Business Foundations) must complete and submit a separate confidential self-ID form.
- Submission of this form is mandatory. You may choose “prefer not to respond” to any questions. To be eligible through these programs, you need to self-identify with at least one eligible group. In Demo Recording, this means the artist. In Business Foundations, that means 51% or more of the Business Owners.
- Upon submitting your application, each person will receive an individual email with instructions for completing the Creative BC self-identification form. Forms must be submitted within two weeks of the application deadline.
- It is the applicant's responsibility to make sure all forms are completed.



The self-identification form can
be found here:
formstack.io/C72E1

Program Overview

Demo Recording

- **Intent:** Supports new and emerging B.C. artists from systemically excluded groups to create demo recordings and engage in mentorship and skills development with a B.C.-based producer.
- **Who can apply?** Joint application between producer and artist.
- **Grant amounts:** \$2,000, supporting up to two demo tracks.
- **How to apply:** Submit an online application.
- **Deadline:** March 25, 2026 at 4:00 PM, PT



Kinfolk Nation with producer Alex Perry
UUNION Studios, Kelowna, BC
2024/25 Demo Recording recipients

Who are New and Emerging Artists?

**Musical
experience as a
vocalist,
instrumentalist,
or making
electronic music.**

**Experience
songwriting,
composing,
and/or
performing
music, paid or
unpaid.**

**Demonstrates
talent and
potential for a
career in music.**

**Actively working
towards
achieving goals
in music.**

Demo Recording Program Highlights

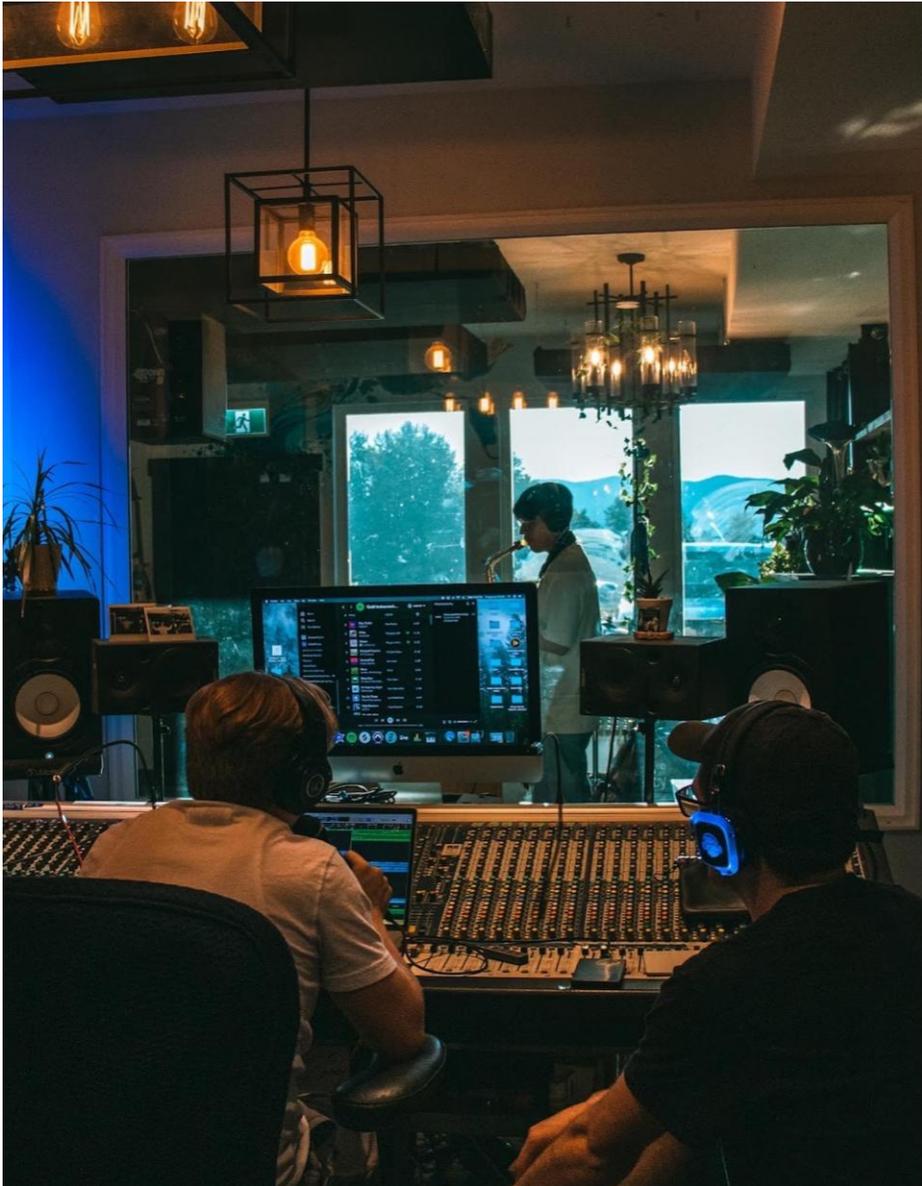
- ❑ Funding is available for projects occurring anywhere in B.C.
- ❑ Applicants can apply as an individual, or as a business.
- ❑ No matching funds are required, funding up to 100% of expenses.
- ❑ Supports projects occurring between January 1, 2026 – December 1, 2026.



Monarch Studios



Blue Light Studios



Frequency Sound

- The intention of the Demo Recording program is to remove barriers to funding and encourage those new to funding to apply.
- Artists may receive one Demo Recording grant over the lifetime of the program.
- Producers can submit multiple applications but can only receive a maximum of 3 successful projects per deadline. An individual application must be submitted for each artist.
- Artists who have received funding through Career Development are not eligible in Demo Recording.
- You can apply as either the artist or the producer for a project.

How does the joint application work?

- Grant is paid to the producer directly. The producer must be the primary applicant.
- Creates an opportunity for producers to search out and develop new talent.
- Both the artist and the producer need to discuss why the project is a good fit.
- Must have demonstrable mentorship component.
- Key benefit: working with a local B.C.-based producer in a recording studio.
- Self-produced projects are **not eligible** in this program.



Producer Cat Hiltz with artist Kristina Lao, Chilliwack, B.C.
2024/25 Demo Recording Recipients

How is Demo Recording different from Career Development?

- This program is for artists from systemically excluded groups.
- All grants are \$2,000, funding 100% of project expenses.
- Applicants without a history of releases or annual revenues can still be competitive.
- There is no requirement to release your music: it's the process, not the product, that counts.

AMPLIFY BC
DEMO RECORDING PROGRAM
 SCORING SHEET 2026/27

Applicant: _____	TOTAL SCORE
<p>Artist Pitch: Does this project support the growth and development of this artist? Has the artist identified what they want to gain (skills, knowledge, industry connections, abilities, etc.) from this experience? Is this a reasonable next step for the artist? Has the artist demonstrated a commitment to achieving goals in music?</p>	/30
<p>Producer Pitch: Is this producer a good fit for the artist? Has the producer demonstrated a commitment to supporting artists from systemically excluded groups? Does the producer have a vision for the creative direction and production of the song(s) recorded?</p>	/30
<p>Mentorship: Has the producer demonstrated capacity for mentorship and skill development to help the artist succeed? Has the producer expressed a commitment to developing this artist? Is this the first opportunity this artist has had to gain mentorship through a program like this?</p>	/25
<p>Creative Content: Has the artist demonstrated creativity and skill for producing compelling creative content? This can include musical recordings, visual content, online presence, and social media engagement related to their musical endeavors.</p>	/15
TOTAL ASSESSMENT	/100

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Demo Recording program.

Demo Recording Application Checklist

- Online application form
- Creative BC self-identification form for all band members and the producer
- Lyrics, written music, music sample, score, or scratch track for song(s) to be recorded
- Artist Pitch
- Producer Pitch
- Signed production agreement
- Producer CV
- Business registration documentation for producer (only if applying as a business)
- Supporting Documents (letters of support, other media, etc.)

Examples of Previous Demo Recording Recipients 2024/25



Juan Sin Miedo



Serengeti



Piu

photo credit Parmita Chakrabarti

photo credit TiANYU



TiANYU



Questions about Demo Recording?

Program Overview

Business Foundations

- **Intent:** This program invests in growing businesses owned by people from systemically excluded groups in B.C.'s music ecosystem, to expand and develop networks, capacity, and infrastructure.
- **Who can apply?** Entrepreneurs and small businesses active in B.C.'s music industry. Artists are not eligible for this program.
- **Grant amounts:** \$2,000 - \$10,000, covering up to 100% of expenses.
- **How to apply:** Submit an online application.
- **Deadline:** March 25, 2026 at 4:00 PM, PT



*Event run by Local Losers Underground, 2023/24
Business Foundations Recipient*

Eligible Expenses

This program funds any expenses related to your business operations.

Personnel Costs

Salaries, benefits, and fees for business owners, staff, and contractors.

Misc. Business Costs Marketing and advertising, training and mentorship fees, consultant fees, development of policies and procedures, business plans, equipment purchases, technology, health and safety costs, renovations, and accessibility improvements.

Operational Expenses

Rent, utilities, bookkeeping, and subscriptions.

Core Business Activities

Live event production costs, content creation, and master rights.

Grant Writing

Grant writing fees up to \$300 allowed for applicants with self-declared disabilities or English language barriers.

Supports activities occurring between January 1, 2026, and March 1, 2027

Who Can Apply?

- Businesses active in B.C.'s music industry, such as record labels, artist managers, live music presenters, recording studios, etc.
- Applicants can apply as an individual, as a business, or a not-for-profit.
- Majority ownership of the business (51% or more of the shares) must be held by an individual or a group of individuals who identify as one or more of the above groups.
- Headquartered or residing in B.C. and pay B.C. taxes (if required).

The intention of this program is to remove barriers to funding and encourage those new to funding to apply.

Businesses that are not eligible:

- Earning more than \$100,000 in annual gross revenues.
- Have previously received more than \$30,000 through the Live Music, Business Foundations, Music Company, and Industry Initiatives programs.

Which program should I apply to?

Business Foundations

- For businesses owned by people from systemically excluded groups.
- Simplified application process.
- Funds 100% of eligible expenses, up to \$10,000.
- Supports ongoing business operations.
- Eligibility restrictions: revenue cap of \$100,000 for applicants, applicants cannot have received more than \$30,000 in past funding from the Live Music, Music Company, Business Foundations and Industry Initiatives programs
- **Deadline:** March 25, 2026

Music Company

- Open to all music businesses in B.C. (except live music companies)
- More comprehensive and competitive application process.
- Funds up to 50% of eligible expenses, up to \$60,000.
- Supports specific business development activities that enhance the capacity of your company.
- There is no revenue or previous funding cap for the Music Company program.
- **Deadline:** April 30, 2026

You are welcome to apply to both programs.

The application process

Business Foundations Application Checklist

- Online application form**
- Budget (.xlsx)**
- Client List (.docx)**
- Community and Partnerships List (.docx)**
- Self-identification forms** completed and submitted individually by all business owners
- Bios or resumes** from business owners
- Profit + Loss Statement Template** from the previously completed fiscal year. Externally prepared statements are also accepted if you have them.
- Business Statement of Registration, Certificate of Incorporation, Society Certificate, OR GST number** (if applying as a business)
- Expressions of support** from partners and supporters that speak to the potential or track record of the applicant. These can be provided as informal letters, emails, audio clips, videos, or in other formats.
- Other supporting documents** such as business plans, business model canvas, SWOT analysis, vendor quotes, confirmed or prospective artist lineups, promotional materials, event calendars

AMPLIFY BC
BUSINESS FOUNDATIONS PROGRAM
 SCORING SHEET 2026/27

Applicant: _____	TOTAL SCORE
<p>Business Strategy & Potential: Does the applicant show a clear understanding of their business model and market potential? Is the business showing value and the potential for growth and impact?</p>	/ 35
<p>Community Impact: Is the applicant creating an impact for its artists, clients, and the local industry? Does the application demonstrate community support and business partnerships? Does the applicant have a history of working with artists and clients from systemically excluded groups, or support underserved communities or regions?</p>	/25
<p>Business Capacity: Do owners have the abilities, skills, and knowledge to complete their goals? Does the applicant know where their knowledge gaps lie, and are they seeking support, mentorship, or training to address this? Does the applicant have business relationships in place to support their business?</p>	/20
<p>Plan & Budget: Has the applicant provided clear and measurable goals, with a plan to achieve them? Will the proposed budget expenses support these goals? How realistic and achievable is the budget? Does the budget show a clear and researched plan for delivery?</p>	/20
TOTAL ASSESSMENT	/ 100

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Business Foundations program.

**AMPLIFY BC****Business Foundations Program****2627 Budget Template****Instructions:**

Use this template to outline all the expenses for your Business Foundations application.

1. Review the eligible and ineligible expenses in the Business Foundations program guidelines.
2. If you do not have Excel, you can upload and edit this template to Google Sheets, Pages, or iCloud, and export back to Excel to upload to your application.
3. Use the template to list each specific expense for your application. Be as detailed as possible and use exact numbers.
4. Add as many rows or cells as necessary, and delete any unused rows. Text categories are examples, please delete and use categories appropriate for your business.
5. Hyperlink vendor and company websites, where possible.
6. Please ensure you have completed both the revenue and expenses sections, and that you have listed enough revenue to pay for the expenses.
7. Eligible expenses must be incurred between **January 1, 2026 - March 1, 2027**.
8. If you have a GST number and file GST returns, GST is an ineligible expense and needs to be excluded from your budget.
9. Cash payments, in-kind expenses, and donated services are ineligible.
10. Upload this form in .xls format to your application form. Do not convert to .pdf or make your own template.

Business/Organization/Individual Name:*Business/Organization/Individual name here***Revenue**

This section refers only to the funds you will use to pay for your expenses. You do not need to list all revenue streams related to your business.

Type of Revenue	Funder or Description	Confirmed (Yes/No)	Budgeted Revenue
<i>Creative BC</i>	<i>Business Foundations Program</i>	<i>No</i>	\$ -
<i>ex. Other Funders</i>	<i>Name of Grant Program</i>		\$ -
<i>ex. Ticket Sales</i>	<i>Details</i>		\$ -
<i>ex. Cash Investment</i>	<i>Details</i>		\$ -
<i>ex. Other</i>	<i>Details</i>		\$ -
TOTAL Revenue			\$ -

Expenses

Type of Expense	Vendor & Description	In-Eligible or In-Kind Expenses	Budgeted Eligible Expenses
<i>ex. Salaries, benefits, fees for owners & staff</i>		\$ -	\$ -
<i>ex. Operational expenses (rent, utilities, etc.)</i>		\$ -	\$ -
<i>ex. Core business activities</i>		\$ -	\$ -
<i>ex. Marketing and advertising</i>		\$ -	\$ -
<i>ex. Training, mentorship fees, consultants</i>		\$ -	\$ -
<i>ex. Development of policies, procedures, business plans</i>		\$ -	\$ -
<i>ex. Equipment, technology, renovations, etc.</i>		\$ -	\$ -
<i>ex. Other</i>		\$ -	\$ -
TOTAL Eligible Expenses		\$ -	\$ -
TOTAL			\$ -
TOTAL FUNDING REQUESTED			\$ -

Mind Mapping Tools

(see program page for downloads)

Business Model Canvas

Use this tool to set a visual representation of your business model.

SMART Goals

Use this tool to set your business goals and provide clarity and structure to your objectives.

SWOT Analysis

Use this tool to identify your business's strengths, weaknesses, opportunities, and threats by assessing internal and external factors affecting your plan.

*These are part of 'other supporting documents' and are recommended but not required

Program Changes for 2026/27

- Application deadline time has moved to 4 PM, PT from 11:59 PM, PT on the deadline day. No applications will be accepted past 4 PM. Applicants are encouraged to apply early in the day, or the day before, to avoid submission delays resulting in a late application.
- The program requires applicants to disclose and describe use of AI on application materials and the use of AI for content creation on Creative BC supported projects.
- Previous funding from other Amplify programs (Live Music, Music Company, Industry Initiatives, and Business Foundations) cannot exceed \$30,000.
- Business Foundations will now require businesses to report total gross revenues, up to \$100,000.
- Applicants must outline their community and business partnerships in a separate document, not within the application form.

Business Foundations Program Community and Partnerships

Use this document to list key business partnerships, describe how these partnerships contribute to your overall business success, and identify whether you work within a community capacity.

Business Partnerships	How These Partnerships Contribute to Your Success	Communities You Work With (regions, systemically excluded groups, genres, partnerships)

Questions about Business Foundations?

Helpful Tips

- Write the grant deadlines in your calendar so you don't miss them.
- Start early and read the program guidelines several times.
- Check out past recipients to learn more about the program.
- Have someone else read your application objectively.
- Refer to the goals of the program and tailor your own to align.
- Answer the questions directly - simple is better, and point form is fine.

Resources

Find local
collaborators, creative
professionals, industry
partners, and more.

knowledgehub.creativebc.com

See past recipients
and projects

<https://knowledgehub.creativebc.com/s/funding-recipients>

For more information

Demo Recording

Lu Slone (they/them) | Coordinator, Music Programs

Email: lslope@creativebc.com

Phone: 236-466-1464

Business Foundations

Navreet Dhaliwal (she/her) | Coordinator, Music Programs

Email: ndhaliwal@creativebc.com

Phone: 236-455-0945

Questions?



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