Live Music – Presentation 2026/27

Tip Sheet + FAQ

Program Updates for 2026/27

- ❑ Application deadline time has moved to 4:00 PM, PT from 11:59 PM, PT on the deadline day. No applications will be accepted past 4:00 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. Guidance on acceptable use of AI is based on the Province of B.C.'s draft artificial intelligence responsible use principles.

- ❑ Some minor updates have been made to applicant eligibility and ineligible expenses.

As you work through the application

- You can start and save your application at any time. You will receive a link to your email from noreply@formstack.com when you save it. When you return to your application, the original link you received will continue to update your saved material.
- Once you submit your application, you will receive a confirmation email with a .pdf of your completed application form. If you don't receive this, please email sgill@creativebc.com
- Please submit any supporting documents in a .doc or .pdf format. If you are using a .pages file, convert your file to a .pdf before uploading it to the form.

TIPS FOR APPLICATION QUESTIONS:

Reference the Presentation Scoring Sheet and Guidelines as you respond to the application questions. Stay focused on the goals of the program and address your event's broader strategy.

Section 7: Project Details

1. Briefly describe the activities you are requesting funding for.

- Tell us about your project. Be succinct and specific and give us the basic details about the event(s) you are applying for funding for.
- Panelists scoring your application may not be familiar with your organization or event.

2. How was/were your 2026 event(s) received? Describe any challenges or successes you experienced. If you did not host an event in 2026, tell us why not.

- Do your best to share clear evidence of the challenges and successes of presenting your live music event(s) over the past year. This can take the form of anecdotal stories, audience stats or other data, and reflections.
- Examples of challenges could include ticket sales, ability to attract talent, workforce, and find vendors, fires and floods, etc.
- Be candid about the challenges you experienced, if any. Not every event goes as planned, and the environment continues to be challenging.

3. How does your event fit into the current landscapey of live events in your region? Who is your audience, and is there a gap you are filling? What is your event's competitive advantage?

- Describe your audience and who your live event is serving. What are the demographics you are attracting, and what draws audiences to your event?
- What similar live music events exist in your region or community?
- What makes your event unique or notable in the region?
- A competitor analysis, or a SWOT Analysis can help identify and risks and challenges your company may face.

4. What are the goals of your project? How will you evaluate the success of your project? Use metrics, statistics, and specifics where possible (Audience, ticket sales, and revenue projections).

- What are your goals for the event? For your company or organization? How will this project move you towards these goals?
- What do you hope to achieve for your live music event(s) this year?
- What areas do you hope to improve, change or grow?

5. What expertise, knowledge and/or experience (internal or external), do you have that will help you achieve your goals?

- Tell us about the team in place to deliver your event. What are their skills, experience, and backgrounds, and how will this support the success of your event?
- Are you working with any external consultants, advisors, or other individuals? What will they bring to the project?

6. What activities, outreach and/or marketing will you undertake to make your event a success? What is your strategy for selling tickets in 2027?

- How do you plan to market your event, and grow your audiences?
- How are you getting the word out to ticket-buyers, sponsors, community partners, etc.?

7. Describe the economic impact of your planned event(s). Is your event promoting tourism to a region that may not otherwise happen, or during off-peak times? If available, provide examples of local business impact or outcomes of economic impact studies.

- Explain how your event contributes to the local economy. Share any data from audience surveys or economic impact studies.
- Do you work with your local tourism office, or connect with local businesses?

8. The climate for live events continues to be volatile and unpredictable. What challenges do you foresee? Tell us about your contingency or back-up plan.

- Tell us about your plans in the event of inclement weather, wildfires, or other potential issues.
- How will you deal with low ticket sales, artist or vendor cancellations?
- What anticipated challenges are you building into your event plans?

9. Describe any new or expanded activities included in your event this year. Are you adding or adapting any activities that grow your event in size, quality, or impact?

- Describe any audience development, marketing initiatives, new revenue opportunities enhanced production standards, or new approaches to audience experience.
- Highlight how your project contributes to greater diversity or accessibility, such as introducing new genres, representing under-served communities, or making events more inclusive.
- Share ways you are improving the cultural or community impact of your event, like fair artist compensation, enhanced production standards, or new approaches to audience experience.
- If applicable, outline any partnerships or collaborations (with other festivals, presenters, or organizations) and how they strengthen your event.

Frequently Asked Questions

HOW TO PLAN YOUR BUDGET:

1. Do I need to fill out two separate budgets if I am applying for both Business Development and Live Music Presentation?
Yes. You will need to complete a separate application for each stream. Note that the Presentation budget information is provided within the application form; the Business Development budget information is provided using a downloadable Excel file and uploaded prior to submission.

2. What is considered private investment?
Private investment represents any funds not derived from government sources. This could be company investment, private funders or sponsors, or a personal investment. Earned revenue includes any revenue streams associated with the event, such as ticket sales, food vendors, and merchandise.

3. What is considered public funding?
Public funding includes funds from municipal, provincial, or federal government programs. Examples of public funding include grants from Creative BC, Music BC, BC Arts Council, the Canada Council for the Arts, FACTOR, and Canadian Heritage, etc. Arts councils and other regional bodies may receive funding from government sources or private sources – please contact the funder to determine where the funding came from.

4. What if my budget changes over the course of the project?
Your application budget is a proposed budget, and some changes are anticipated. In the final report you will address any changes to your application budget. If there are major changes to your budget, or the activities you will be spending your grant on, please contact staff in advance. If you are not sure if an expense that was not included in your application will be eligible, check the guidelines to be sure, and speak with Creative BC staff prior to incurring the expense for approval.

5. Which expenses should be supported by a vendor quote?
Vendor quotes are not required but are recommended for large budget items, and useful in supporting your request for key budget items. It also shows that you have done the research on your vendors and are further along in the planning process for your project. For this program, 2-5 vendor quotes is generally sufficient, depending on the project.

6. Do I have to give you all my receipts at the end of my project?
Please keep track of all receipts, invoices, and proof of payment (deposited cheques, e-transfer, credit card statement, wire transfer, paystub, etc.) so they can be readily available if needed. Creative BC may ‘spot check’ your final budget and cost report and may request invoices and proof of payments upon completion of the project. Cash payments are not eligible forms of payments in Creative BC programs.

BUSINESSES

7. Do we need a business number to apply?
No; new companies and individuals acting as sole proprietors can apply without a business number, however, will be required to register their business upon successfully receiving a grant. Proof of business registration can be shown in the following ways: a GST number, statement of business registration, or certificate of incorporation. If you have not registered your business, you can do so with BC Business Registry.

8. The wait time to register my business with BC Registry Services is after the application deadline; can I still apply?
Yes. Submit your confirmation of name request from BC Registry Services along with your application. Send us your statement of business registration as soon as you receive it, and we will add it to your file.

ELIGIBILE EXPENSES

9. Can I apply for an artist's tour or album release concert?
No, this program does not fund tours or any event or concert that only supports one artist. Tour funding is available through Music BC.

10. Can I apply for business travel and conference fees?
No. Funding for conference fees and business travel, which includes travel to festivals, conferences, and general business meetings, is ineligible and can be accessed through Music BC's Business Travel Grant. Travel related to your live music event, such as artist travel fees, is eligible.

11. Can I apply for expenses like renovations, upgrades, and capital purchases?
No. Expenses in Live Music: Presentation must be expenses directly related to a live music event. Applicants who would like to receive funding for growing their capacity as a business must apply through Live Music: Business Development.

12. If my company/organization has already received funding through this program, am I still eligible to apply?
Previously funded companies are eligible to apply; there is currently no limit to funding over multiple intakes. Companies who have previously received funding from Creative BC need to address the impacts of previous funding in subsequent applications to make a case for reinvestment, and may receive reduced grant amounts. Companies with competitive applications that have not received significant funding through Creative BC may be prioritized for funding.

OTHER FAQ

13. Will everyone learn about their results at the same time?
Yes. All applicants to this program will receive results via email at the same time, in early 2027.

14. How do I know if you got my application?
Once you successfully submit your application, you will receive a confirmation email to the address you provided. This email will include a PDF copy of your submitted application, as well

as a copy of the attachments you provided. If you don't receive a confirmation email, please get in touch with Creative BC to ensure your application was received.

I need extra help understanding how to apply or learning more about the Live Music program. What options are available to me?
Creative BC staff are available to answer questions. Sign up for an online info session to learn more about the program. You can also email staff directly.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. A limited number of appointments will be available for applicants to prepare an application by phone or video call with staff. Contact Creative BC a minimum of two weeks prior to the application deadline to schedule an appointment.

15. How does the scoring process work? Who reviews my application?
Applications are reviewed by staff and a panel of industry professionals according to the scoring sheet available on the Live Music webpage. Industry panelists are different every intake and are curated by staff to eliminate conflicts of interest. Panelists are chosen for their industry experience, and may have backgrounds in a variety of roles, company and organization types, event types and sizes, including festivals, venues, programmers, and presenters. Panels are also curated to include Indigenous representation, regional representation, women, People of Colour, and other backgrounds.

16. What about conflicts of interest?
Creative BC staff do their best to curate scoring panels without conflicts of interest. All advisory panelists must declare any conflict of interest before evaluating applications. Additionally, all advisory panelists are required to sign an agreement preventing them from disclosing any information they come across during evaluation.

17. What is the success rate in an average year in this program?

This program is highly competitive and has an average success rate of 30-35%. Applications are evaluated and scored comparatively within the limits of the program budget.

- **First-time applicants:** Not all companies will receive a funding offer on their first application.

- **Previous recipients:** For previous recipients, we are interested in knowing about the results of previously funded projects. If you are not yet able to measure the impact of your previous project, your application may be less competitive than projects that are able to report on Creative BC's previous investment using audience growth, revenue generation, and other data. Companies with competitive applications that have not received significant funding through Creative BC may be prioritized for funding.

18. What is an example of an expression of support?
A letter or expression of support can come from anyone who has experience working with you in music who can speak to the merit of your work. This could be provided in the form of a letter, email, or video testimonial. Sources of good supporting letters are often current or

former artistic collaborators, colleagues, and members of the community who know your organization and its work. These letters should also demonstrate that the vendors and companies you want to work with also want to work with you.

19. I would like to use a generative AI tool to help me write my application and/or other supporting application documents. Is this allowed?
When organizing your ideas and drafting your application, you may find it useful to utilize one of these tools. If you do so, it is important to keep the following in mind:

- These tools sometimes make mistakes. If you are using one to generate ideas, or to help you answer questions in your application, you should review the results for clarity, accuracy, and relevance before submitting.

- Tools like these do not know your organizational history, goals, and plans like you do. Make sure that the responses that you develop relate to what you want to accomplish.

- Remember that any use of these tools must be disclosed in your application form

20. How does the self-ID process work?
Creative BC asks applicants to its funding programs to complete an additional self-identification form that allows them to describe how they identify in relation to ethnicity, gender, sexual orientation, ability, and other demographics.

For the Live Music program, applicants are asked to identify their main business decision maker (General Manager/Executive Director) and their main programming decision maker (Head Booker/Artistic Director). These key personnel, as well as all company owners, will be asked to provide self-identification information.

All information provided is confidential, and respondents can select 'Prefer not to respond' to any or all questions they do not wish to answer. This information is used by Creative BC to measure representation in each funding program, fill representational gaps within the pool of funding recipients, and to compile aggregate statistics on participation across Creative BC programs and services.

Once you complete and submit your grant application, all key personnel and company owners will receive an email to complete this additional form. Once the forms are completed, the system will attach the information to your application. These emails sometimes go to spam filters, so please give all people listed in your application a heads up that this email will be coming.

FOR MORE INFORMATION:

Amplify BC funding programs offer support in the areas of artist development, music company development, live music, and industry development to stimulate the economy and serve BC's diverse music sector.

For more information about the Live Music program, and upcoming opportunities, please contact:

Sidney Gill | Coordinator, Music Programs

Email: sgill@creativebc.com