



2026-27 ONTARIO MUSIC INVESTMENT FUND GLOBAL MARKET DEVELOPMENT – MUSIC GUIDELINES

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1. Overview: Ontario Music Investment Fund (OMIF)

IMPORTANT: Updates have been made to OMIF parameters for the 2026-27 program year that may impact eligibility. Please review these guidelines thoroughly prior to starting an application.

The Ontario Music Investment Fund (OMIF) is an economic development investment fund designed to support Ontario-based music businesses and organizations in maximizing growth, increasing return on investment (ROI), and fostering a balanced, vibrant and diverse music ecosystem.

Key Program Goals:

- Provide targeted investment to increase revenues and support job creation, retention and growth
- Maximize ROI and enhance opportunities for innovation & competitiveness (domestically and internationally)
- Optimize support for new, emerging and diverse companies across the province’s music ecosystem

Key Performance Indicators:

- Revenue growth
- Job creation/retention

- Increased capacity & innovation
- Balanced music ecosystem including established, emerging & diverse-led companies

Anticipated Outcomes:

- Increased revenue, profits, job creation/retention, private investment and tax revenue
- Production of intellectual property (content) which may be owned and consumed domestically and exported, leading to sustained revenues and jobs in the province
- Enhanced profile and prestige of Ontario on the world stage as the next generation of breakthrough artists are discovered and developed to their full potential

The program’s five streams are tailored to different parts of the industry:

Music Company Development:

Supports established businesses (revenues over \$125K) that take risks discovering and developing talent and bringing it to market through recording and production, marketing and promotion, publishing and business development activities.

Live Music:

Supports businesses and organizations (revenues over \$125K) that produce or promote live music events in Ontario (featuring Canadian artists), with the goal of increasing the number and quality of live music experiences for residents in and visitors to Ontario.

***NEW* Music Futures:**

Invests in high performing music companies with growth potential (revenues between \$25K and \$125K) to increase access, advance competitiveness, and accelerate success.

Global Market Development – Music:

Provides eligible music companies with investment to expand international market share and create high ROI export opportunities.

Music Industry Development:

Invests in established music trade associations to deliver initiatives that strengthen Ontario’s music ecosystem, enhance its competitiveness, and support sustainable industry development.

Ontario Creates is committed to fostering increased diversity, gender parity, accessibility, and environmental sustainability within the creative industries. Please review the **Program Policies** document for additional important information.

The following guidelines outline the eligibility requirements and application details for the **Global Market Development - Music** stream of the OMIF.

2. Introduction: Global Market Development - Music

Global Market Development - Music provides eligible domestic **Record Labels, Music Publishers, Music Management Companies, and Live Music Promoters and Presenters** with funding to participate in national and international activities that correspond to a strategy for company growth. These activities must produce measurable business and market development results for the participating company (sales, licensing and/or publishing deals, audience development, media coverage, partnership opportunities, international exchanges, etc.). Primary activities supported are market event attendance and targeted business travel activities that support the market development strategy.

Note: International business travel expenses are ineligible for funding through Music Company Development, Music Futures, and Live Music streams.

Please see Section 9 for important information on insurance and contract requirements for successful applicants.

3. Deadlines, Activity Windows & Funding Levels

Global Market Development - Music will provide up to **\$12,500** to a maximum of 50% of a company's eligible expenses for business travel and market development activities.

Applications must be submitted electronically through the Online Application Portal (OAP) to either of the following deadlines:

Thursday, June 4, 2026 by 5:00 PM ET

for travel taking place between April 1, 2026, and July 31, 2027 (recipients will have a maximum 12-month window within this period depending on the date of their first expenditure)

OR

Thursday, November 5, 2026 by 5:00 PM ET

for travel taking place between November 1, 2026, and July 31, 2027 (recipients will have a maximum 9-month spending window within this period depending on the date of their first expenditure)

Applications and documentation received after the deadlines listed above will not be considered.

Decisions will be communicated to applicants approximately 8 weeks after the deadline.

4. Eligible Applicants

This program is open to eligible **Domestic Record Labels, Music Publishers, Music Management Companies, and Live Music Promoters and Presenters** (including

festivals) in addition to companies deriving revenue from any combination of these four applicant categories. See the appendix for details.

In order to be eligible, applicants must demonstrate the following general criteria:

- Be Ontario-based;
- Be in operation for at least two years prior to the application deadline;
- Be able to demonstrate that the company's principal place of business has been in Ontario for at least one year prior to the deadline;
- Be Canadian-owned
- Be incorporated in Ontario or federally (or prepared to incorporate immediately if the application is successful);
- Be in a sound financial position;
- Have minimum annual revenues of \$25,000 from eligible music business activities;
- Be in good standing with Ontario Creates at time of application submission.

First-time applicants **are encouraged** to contact the Ontario Music Office (OMO) a minimum of two weeks ahead of the application deadline to discuss their eligibility. Applicants that fail to do so may have their application deemed ineligible/incomplete if eligibility is not clearly established in the application.

5. Eligible Activities

Eligible export and market development activities include attendance at key industry markets and events, global audience development initiatives, planned sales and business trips to key territories to meet with identified leads and/or participate in trade missions organized by industry associations.

Activities supported through this program must contribute to the applicant's business and market development goals related to artist and company growth. Eligible activities must both advance international audience and business development *and* take place outside Canada. Domestic activities may be considered where a clear, demonstrable international objective is present.

Domestic travel activities that do not meet the objectives of this stream may be considered through the Music Company Development, Music Futures, or Live Music streams.

The number of eligible program activities is capped at five. Ontario Creates reserves the right to only relate to a portion of the business and market development plan submitted by the applicant company.

6. Eligible Expenses

Companies must complete the budget template summarizing all eligible expenses including:

- *Registration Costs* - Including registration and associated participation expenses.
- *Travel Costs* - Including flight and local transportation. Air travel should be budgeted at economy rates and should reflect the costs of booking at least 30 days in advance of travel. All travel must originate in Ontario, unless approved otherwise by Ontario Creates.
- *Accommodation Costs* - Hotel expenses are capped at C\$600/night and must be reasonably priced, reflecting the typical average rate for the destination/activity. Approval at the application stage is required.
- *Per Diems* - Capped at C\$100/day (including daily meals and incidentals).
- *Marketing Costs* - Including design and production of materials specifically created for the proposed activities. Capped at 30% of total costs. Note: Marketing costs may only be included as a GMD expense if an applicant has not submitted, and does not intend to submit, a corresponding Music Company Development, Music Futures or Live Music application.

For budgeting purposes, Ontario Creates will cover arrival the day prior to and departure the day after an event. Any additional time at an event must be addressed in the application with an accompanying rationale.

While companies may be incurring additional expenses that do not correspond with the categories above, these costs should not be included in the budget (e.g., artist showcasing). The amount of the Ontario Creates contribution will be based only on the eligible expenses listed above. Expenses that are considered ineligible for the purpose of this program include:

- staff and operations costs;
- hospitality and entertainment costs;
- core business costs such as design and printing of business cards;
- communications costs such as mobile phone fees, long distance fees, etc.; and
- costs associated with ineligible company representatives and additional representatives over and above the cap for this program
- individual travel insurance related to business travel;
- additional expenses incurred due to public health-related measures; and
- additional support – costs covered in full or in part by a third party such as a festival or marketplace (e.g., registration, accommodation, airfare). The balance of uncovered costs, if any, will be considered as an eligible expenditure.

All eligible expenses included in the budget must be reasonable and appropriate as determined by Ontario Creates. Ontario Creates reserves the right to request changes to the budget submitted by the applicant company as part of its application to conform to the above guidelines. A cost report is required on conclusion of the program and significant deviations from the approved budget may be disallowed unless previously approved by Ontario Creates.

7. [Application Process](#)

IMPORTANT: First-time applicants are encouraged to contact the Ontario Music Office at least two weeks ahead of the application deadline to discuss eligibility. Applicants that fail to do so may have their application deemed ineligible/incomplete if eligibility is not clearly established in the application.

- Applications must be submitted electronically through the Ontario Creates Online Application Portal (OAP) at <https://apply.ontariocreates.ca/>.
- Applicants that do not have a user account on OAP, should go to <https://apply.ontariocreates.ca/> and click on “Register”. For assistance, please see Ontario Creates’ website for the “OAP Quick Start Guide”.
- For technical assistance, please contact the OAP Help desk at applyhelp@ontariocreates.ca.
- Applicants are encouraged to begin the application process well in advance of the deadline to allow ample time to compile and complete the necessary information. The application can be worked on over time and information can be saved as it is entered. Once saved, the applicant can go back to edit and/or add information up until the time when the application is actually submitted.
- Prior discussion with Ontario Creates regarding the eligibility of an activity does not guarantee funding.
- Late applications will not be considered for funding.

AI Disclosure:

The use of AI technology must be disclosed and outlined in your application. This applies to (1) the use of AI to prepare content for the application form and supporting documents and (2) submitted projects that involve the use of AI technology in the creation of content or otherwise. 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.

Summary of Application Requirements

A complete list of required application materials is outlined in the application form on the Online Application Portal (OAP). For the Global Market Development – Music stream, the following application components are required:

- Activity Budget (template provided);
- Activity Details and Plans for each proposed activity (questions provided in OAP application);
- Articles of Incorporation;
- Financial Statements for the two most recently completed fiscal years (optional);
- Signed Applicant Affidavit; and
- Other applicable materials relevant to the activities (optional).

Please see [Program Policies](#) document for guidance regarding financial statements requirements and additional program information.

8. Assessment Criteria

The Global Market Development – Music stream of the Ontario Music Investment Fund is a competitive program. Applicants are advised to ensure they meet all eligibility requirements before submitting an application.

Applicants should also ensure that their application material clearly conveys the strengths of their proposed activities with respect to the program guidelines and evaluation criteria. The number of applicants that will receive funding and the amount of funding awarded is dependent on the quantity and quality of the activities selected, and the individual needs of each applicant.

After applicant and activity eligibility have been confirmed, applications will be assessed according to the following criteria:

<p>Track Record</p> <ul style="list-style-type: none"> Degree to which the applicant demonstrates that it has the track record and organizational capacity to effectively execute the activities Extent to which the applicant demonstrates global market readiness including prior results and previous performance in Ontario Creates programs Presence of diversity among senior leadership, staff/contract employees and roster, particularly underrepresented communities within the music industry 	<p>30%</p>
<p>Overall Proposal</p> <ul style="list-style-type: none"> Quality of application, including the strength of business case, appropriateness and feasibility of activities, value of initiatives, general clarity and completeness 	<p>20%</p>
<p>Market Development Plan & Activity Strengths</p> <ul style="list-style-type: none"> Viability of company’s business and market development plan Extent to which the application demonstrates forward-thinking strategic planning and focus on long-term growth and sustainability Extent to which the projects support and reflect diversity 	<p>25%</p>
<p>Economic & Critical Impact</p> <ul style="list-style-type: none"> Degree to which expected global market development results are well documented in the application, including a description of tangible, measurable, and realistic results and a clear explanation of anticipated return on investment (ROI) Applicant’s potential to achieve measurable critical and/or commercial success Applicant’s potential to drive broader economic impact for the Province of Ontario 	<p>25%</p>

*The provincial definition states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Applicants are encouraged to be specific and include anticipated measurable results in their application. Quantitative and qualitative measures include, but are not limited to, estimates of the following:

- financial impact (revenue, sales etc.);
- audience awareness & development;
- territories reached;
- business connections (name of individual(s), title and company);
- traditional media coverage;
- social media impact;
- partnership development;
- artist bookings;
- showcase opportunities; and
- deals secured.

All Ontario Creates decisions are final. Ontario Creates reserves the right to alter program guidelines with general public notice to all potential applicants and to refuse any application for any reason.

The number of awards and amount awarded is contingent on confirmation of Ontario Creates' annual budget. Ontario Creates is not required to make any minimum number of awards. Subject to the Freedom of Information and Protection of Privacy Act, all information contained in the application will remain strictly confidential.

All inquiries pertaining to Ontario Creates Funds are to be directed to Ontario Creates staff only.

9. [Successful Applicants](#)

Participating companies are responsible for making all arrangements for travel, registration, and accommodation as required for the activity plan outlined in their application.

Successful applicants will be required to deliver a final report through the Online Application Portal by the identified deadline(s).

Generally, the following milestones will trigger payments:

- Execution of the Ontario Creates transfer payment agreement); and
- Delivery of final report and subsequent approval.

Insurance

Recipient companies will be required to carry Commercial General Liability Insurance on an occurrence basis for Third Party Bodily Injury, Personal Injury and Property Damage, to an inclusive limit of not less than \$2,000,000 per occurrence, \$2,000,000 products and completed operations aggregate. Ontario Creates and His Majesty the King in right of Ontario need to be named as additional insureds on all policies. Please budget accordingly. Additional information on insurance requirements is available on request.

Transfer Payment Agreement Template

On acceptance into the program, the recipient company will be required to sign a standard Ontario government Transfer Payment Agreement (TPA) covering the terms of their participation in the program, including providing Ontario Creates with permission to use the project and delivery materials for promotional purposes. A copy of this agreement can be found in the **Program Policies** document. Recipients may not amend the agreement template.

Reporting Criteria

Recipients will be required to provide Ontario Creates with a satisfactory report evaluating the completed initiative. Specific report requirements will be outlined in the TPA but generally are expected to include those mentioned in the Measurable Outcomes section of the reporting template and the following:

- Short term actual measurable results against projected original targets;
- Strategy for capturing longer term results where possible;
- Sustainability of proposed activities; and
- Assessment of effectiveness in meeting the activities' objectives and those of the Global Market Development - Music stream of the OMIF.

A cost report is required as part of the reporting process. Ontario Creates reserves the right to request receipts to demonstrate actual expenses incurred by OMIF recipients.

For more Information:

General program inquiries should be directed to omo@ontariocreates.ca.

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.
ontariocreates.ca

Appendix 1 – Eligible Applicant Types

Record Labels

To be considered eligible for OMIF, domestic record labels must:

- have two or more musical artists signed to their roster;
- derive the majority of their revenue from the exploitation of master recordings of which they own or have licensed the copyright;
- hold the master copyright, or license, for a minimum of three Canadian-artist releases (by different artists) or three Canadian releases as defined by CRTC Canadian Content regulations; and
- have released at least one Canadian-artist recording within the last 12 months.

Music Publishers

To be considered eligible for OMIF, domestic music publishers must:

- have an active roster of at least two Canadian songwriters;
- are primarily engaged in acquiring and registering copyrights for musical compositions;
- derive the majority of their revenue from authorizing the use of these compositions in recordings, on radio and television, in motion pictures, live performances, print, multimedia or other media; and
- own a minimum of 100 original works in the catalogue (with a significant portion of Canadian content).

Music Management Companies

To be considered eligible for OMIF, domestic music management companies must:

- Have core business activities that:
 - guide the professional careers of artists in the domestic and international entertainment industry by overseeing their day-to-day business affairs;
 - advise and counsel artists concerning professional matters, long-term plans and strategic decisions which may affect their career; and
 - engage in marketing, promotion and consulting on all facets of an artist's career.
- Be managing at least two artists (although exceptions may apply to managers with one artist should the artist's career be at an advanced, international level);
- Have a current artist roster that is at least 50% Canadian; and
- Manage at least one artist with commercial release within the last 24 months.

Music Promoters and Presenters

- To be considered eligible for OMIF, domestic music promoters and presenters must:

- Have core business activities that include developing and delivering live music events; and,
- Program (book) and promote live musical acts and artists at two or more separate performance venues in Ontario.

A Music Promoter/Presenter who is currently programming in only one venue may be eligible to apply to the Music Futures stream if they intend to program for two or more separate venues (at different physical locations) as part of this application.

Domestic Music Festivals may also be considered in the promoter/presenter applicant class provided they meet the following requirements:

- The music festival applicant is independently incorporated; or
- The music festival is the primary activity of the applicant
- The music festival has been in operation for more than one year
- The applicant is taking on the primary operational and financial risk associated with presenting the music festival.

Note: Performing entities that solely self-promote their own events are not considered eligible Promoters/Presenters under the OMIF. Such entities must demonstrate a track record of promoting live music events featuring other artists.

Companies deriving revenue from any combination of the four applicant categories need only meet the eligibility requirements of one category to apply. Activities included in the application may relate to any, or all, of the four categories. Eligible revenues must align with core business activities of the applicant categories listed above.