

# VANCOUVER MUSIC FUND

## MUSIC VIDEO PROGRAM SCORING SHEET 2021-2022

	TOTAL SCORE
<b>Relevance:</b> Has the artist demonstrated a commitment to achieving goals in music? How will this video build audiences for the new release? How will this video fit in with other marketing activities to build the career of this artist?	/50
<b>Impact and Outcomes:</b> Is this filmmaker a good fit for the project? Does the artist have an online audience and a plan to reach them?	/40
<b>Video Treatment:</b> Does the applicant have a creative and technical plan for the video? Have the applicants presented an original idea or compelling vision? Is the budget realistic and achievable? Are parties involved getting paid appropriately? Is this treatment feasible given existing COVID restrictions?	/30
<b>Diversity, Equity, and Inclusion:</b> Does this project support increased representation within Vancouver's music industry, by including artists and filmmakers from underrepresented groups genres, and languages?	/20
<b>TOTAL ASSESSMENT</b>	<b>/140</b>

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