

**FAC STEP UP FUND SUPPORTED BY AMAZON MUSIC -  
APPLICATION GUIDELINES**

**Who we are?**

The Featured Artists Coalition (FAC) is the UK trade body representing the specific rights and interests of music artists. We are a not-for-profit organisation, serving a diverse, global membership of creators at all stages of their careers. The FAC is formed by artists, for artists, and we place this ethos at the centre of all we do. We are an inclusive community that advocates, educates, collaborates and researches on behalf of artists, coming together to provide a strong, collective voice within the industry and to governments domestically and abroad.

**How can the Step Up Fund support you?**

We've teamed up with our friends from Amazon Music to launch the first Step Up Fund for artists. The Step Up Fund will provide financial support and a broader package of benefits for projects of up to ten upcoming artists. The fund aims to boost the development of talented artists, acknowledging the financial and structural challenges they face at this particular stage of their careers.

Making an impact as an artist in a crowded field is always a challenge, however, it has been made even harder by the unprecedented impact of the Covid-19 pandemic. Artists can apply for the FAC Step Up Fund for support on any projects related to their artist career, including recording, releasing, marketing and tour support.

The fund will support projects over the course of a 12-month period. Applications are welcome from professional artists of all genres, based in the UK, aged 16+. Applicants must have released at least three songs within the last year, with a minimum of 10k streams per song on a mainstream streaming service and should not have an ongoing agreement with a major or large independent record label.

**What do Awardees Receive?**

Awardees will receive up to £8,000 in financial support as well as a one-year free membership and exclusive benefits with the Featured Artists Coalition and promotional support from Amazon Music.

**FAC Support:**

- One-year free membership and exclusive benefits, including free access our events, free legal advice, exciting product discounts and premium access to the FAC mobile & web platform
- Tailored seminars, covering topics including royalty collection, streaming and marketing
- Coaching sessions
- Regular Group Meet Ups of successful applicants
- Exclusive & free invites to the Artist & Manager Awards 2022

**Amazon Music benefits:**

- Enhance playlist consideration and promotional support for new music
- Free 12-month subscription to Amazon Music
- Amazon Echo Studio device
- Consultation with Music Industry team to discuss future partnership opportunities
- Access to an exclusive 3 Day Campaign Package at Metropolis Studios (Writing Room, Studio C or E, Mixing or Mastering)
- Metropolis Studio Tour and Spatial Audio Mixing Workshop

Who Can Apply?

Applications are welcome from all professional music artists based in the UK of all genres, including solo artists, group members, or a multidisciplinary artist.

To apply you must:

- Be aged over 16
- Be a UK resident
- Not have an ongoing agreement with a major or large independent record label
- Not have significant financial backing
- Already have an active career and be able to clearly demonstrate your work to date
- Have released at least three songs within the last year, with a minimum of 10k streams per song on a mainstream streaming service
- Deliver your supported activities within 12 months of accepting the grant

How can you apply?

You can apply to the Step Up Fund via the FAC website from Tuesday 30th November. Applications close on Friday 17th November. If you have any more questions regarding the fund please email: [stepup@thefac.org](mailto:stepup@thefac.org).