

Program Package

Calgary Based | 2025-2026 Roadmap To Release Season

Our listening rooms & partners

Write On! THE SONGWRITING EXPERIENCE

We are adding additional partnerships and our website will update once confirmed



















EVERGREEN

HOME ROUTES CHEMIN CHEZ NOUS



GRAVITY ESPRESSO & WINE BAR





Application Logistics



Applications Open June 24*



Application Deadline July 31*



Application Results August 15*





















Community | Collaboration | Inspiration

Things to note





As we did last year, we will maintain a smaller class size - 12-14 participants for the 8-month intense Write On! mentorship program, which we are calling "Roadmap to Release".



Pricing - we continue to run as a non-profit. Participating in this group program helps your gain experience and collect assets by splitting the costs with the group rather than individually. As well as splitting the costs to bring in high-quality guest speakers. Assets add up to about \$4000 cost per person (if doing this individually); however, you'll only be paying \$1200.



Inclusions change annually and are not identical to previous years. Please ensure you are aware of this years inclusions.



Participants will be chosen based on a combination of passion, talent, communication, community building and who can show dedication to participate fully.



Application: There will be an element of video application this year. And you'll need either an original song or a cover song. This should NOT be professionally recorded - just a straightforward performance video, either accompanied or a cappella, recorded on yourphone.

Course Outcomes | Roadmap to Release





Cultivate a collaborative & supportive Write On! peer group of songwriters



Build a bank of new songs by actively taking part in assignments & co-writes



Refine your songwriting skills with tips & techniques during our workshops



Meet industry experts

(radio hosts, artistic directors, professional performers, producers and award-winning songwriters)



Perform at respected and professional listening rooms and venues (*if ready)



Understand the business side of the music industry including grant applications



Polish your performance & vocal techniques



Develop a plan to promote your music, yourself as an artist & your performances



Promote Yourself

Learn the importance of a professional EPK. Including professional photography & video



Learn how to run sound for professional live performance



Listen to established touring musicians at the Calgary Folk Club all season



Recording

credit of \$100 for Evergreen Studios and Write On pricing. Learn about the recording process.

What is included?



- **Kick Off Weekend** (Friday Evening, Saturday/Sunday day time)
- 6 x **Monthly 6-hour interactive group sessions** (Assignment showcasing, co-writing, songwriting techniques, bite size marketing elements, including mapping your release timeline, guest speakers)
- Special **Business of Music Seminar Series Live on Zoom** (and potentially some in person) which is open to ALL Write On!'s past and present, including: Royalties, Copyright, Music Publishing and Music supervision/Sync
- 1 x Group Workshop with **Live Sound skills & Open Mic** running sound for each other with sound professional.
- 1 x Group Workshop with professional **performance/vocal coach**
- 1 x Group **Grant Writing Workshop** with Music Industry Professional
- Access to Nancy for Songwriting one-on-one's as required/on request

- Professional Media Assets and Electronic Press Kit Overview including: Professional photos (Promo shots and final performance), Professional video (subject to performance readiness). EPK template that can be customized with your brand/colours and Assets.
- \$100 Credit for Evergreen Sound Towards a recording production
- >>> 1 x Final **Showcase**
- Performance opportunities at respected listening rooms** (**based on readiness)
- Access to shows all season at the **Calgary Folk Club**.
- 10% Discount off Workshops run by the Rocky Mountain Listening Room
- Become a member of the Write On! Community

This equals over 50+ hours of program/instruction time

Monthly 6-hour sessions explained

- Monthy check in with your peers
- Share your assignment with the group receive and contribute feedback
- Songwriting Technique or Tip focus
- Mini Group Co-writes
- Guest Speaker
- Bite Size Marketing / Business Element
- Chat with facilitators pre/post

Discounts and Credits

- **\$100 recording credit** for use at Evergreen Sound/Mark Troyer only. Must be used within a year of program end. All other costs are responsiblity of the particpant
- 10% discount off Rocky Mountain Listening Room Workshops for the 2025-2026 season only
- Access to the Calgary Folk Club for the 2025-2026 season when booked through Write On! for participants only



Time Commitments & Dates



Monthly Time required

- 6 hour monthly Sessions:Oct 26, Nov 8, Jan 17, Feb 14, March 14, April 24
- Assignment completion time (varies)
- One-on-one's on request (for help with assignments/song feedback/coaching session)

Other time required one-off throughout the year:

- September Kick off weekend | Sept 19 (evening), Sept 20 & 21 (Day)
- 3 x 3-hour additional niche sessions: Live Sound (Confirmed for Dec6), Grant Writing (Date TBA), Performance Coaching (Date TBA)
- Special Business of Music Seminar Series Dates TBA
- Time to attend the Calgary Folk Club if you wish this is encouraged as it is a learning experience.
- Final Showcase at Festival Hall (6-hour day time April 26) plus 2-hour rehearsal evening April 20
- Performance opportunities at listening rooms (as granted)

Expectations



- Attendance: Attend all classes and inform Nancy in advance if unable to attend (Note any conflicts on your application)
- Attendance Policy: Missing more than two classes may result in removal from the program without a refund.
- Self motivation: Ability to complete assignments, work on songwriting, and completing co-writes.
- Professional Attitude: Demonstrate a professional mindset by contributing to a supportive community, engaging in teamwork and collaboration, and showing up as an active and committed participant.



FAQ's



The following questions will be covered over the next few slides:

- What level of songwriter is this course for?
- What level of performer do I need to be?
- Do I need to be a specific genre or is this open to all?
- Is there a cost to the program?
- Is there a payment plan?
- Do I have to attend all the classes? What if I miss one?
- How can I enhance my application?
- Do you get students from high school/university etc what is the time commitment
- If I have previously taken the program can I re apply?
- Do you accept Duo's (etc) into the program?

FAQ's



What level of songwriter is this course for? Songwriters of all abilities are welcome to apply. We are built on the philosphy that there is something to learn from everyone and we are driven by community and support. A beginner can gain the tools to start songwriting, an intermediate songwriter may hone some new skills or experience co-writing, an experienced songwriter may be looking for inspiration, refining their creative drive or being held accountable to create.

What level of performer do I need to be? This year the course is geared toward writing, recording, releasing, and performing. You do not need to be a seasoned performer - the course can help you build the confidence you need, we work on banter, stage presence and performance. You should have a desire to present your songs in some form. Performance opportunities at listening rooms will be based on readiness, and we can source an accompanying musician if needed.

FAQ's



Do I need to be a specific genre or is this open to all? This program is not genre-specific. Our listening rooms are currently primarily in the Folk Music world - Folk is a wide genre - songwriting belongs in all genres. Our listening room audiences are eager to hear what our Write On! participants have created and are supportive of the songwriting craft rather than the genre of music. We are looking to add further venues and listening rooms to our partner/support list.

Is there a cost to the program? There is a cost to the program. This is to maintain a sustainable business model, so we can offer an honorarium to our guest presenters, bring in additional expertise at a higher level, cover program costs. Write On! is still a volunteer-driven organization and we are not making a profit - our mission is to offer accessible programing / low barrier access.





Is there a payment plan? This is something we are currently fine-tuning. To secure your place, we require a non-refundable \$500 deposit at the time of acceptance. As we are limited to 12 spots, we must have participants confirmed promptly so we can move down the list. If this is a barrier to participation, please discuss with us and we will try our best to work with you. We are accepting credit card payments this season; however, please note that a 2.5% processing fee will be added to credit card transactions. We accept e-transfers at no additional processing fee.

Do I need to attend all the classes? We expect attendance and participation as this is what the course is built on - the connection of people and support of each other as songwriters. If you are sick we can arrange a Zoom for you to listen in so you can keep up with the information - but the experience won't be the same. You'll miss out on the co-writing/interactive elements and you won't have time for the casual conversations with guest speakers and peers where a lot of the "business" happens. If there is a legitimate conflict with a date - please explain in your application and we will discuss/work around if needed.





How can I enhance my application? Show us who you are. We want to discover the authentic you. We'll ask you a series of questions about your background in music and community. We are approachable - so if you have a question during the application please reach out and ask questions! We can make accommodations in the application process if you have accessibility needs please contact us to discuss. NOTE: For the video recording - do not spend money on this, we want a raw authentic performance recorded on a cell phone. Just show us who you are. Professional produced videos or audio are not accepted.

Do we get high school students? Our youngest participant has been 11 (but this would be an exception), we have had one or two confident youth participants each year. Additional sign-off is required for anyone under 18. We find those youth that are passionate about performing and creating can fit it into their lives naturally as it is what they enjoy doing recreationally. The majority of the class is 18+, so a confident communicator is also important - those who are already performing likely have this naturally.





If I have previously participated in the program am I eligible to re-apply? Historically we have only taken new participants each year. Some past participants have asked if they can take the course again. Reasons include craving community and accountability, need a boost in their creativity, are at a different direction career-wise wise and need a refresher. You are welcome to apply! You may find some parts of the course more useful than others, however, you are expected to still participate fully.

Do you accept duos into the program? Yes, however, you would be both accepted as individual participants, but can complete assignments together and have performance opportunities. Group co-writing activities you maybe split up to challenge yourselves and to get additional ideas. Please indicate in your application if you are a duo, and both complete the application - your performance video can be the same video performing together.