



Music Law & Marketing

Long & McQuade Learning Series

March 18th, 2026 at 6:30PM

66 Hearst Way (Unit #4), Kanata, ON



EDWARDS
CREATIVE LAW



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Your Product= More Than Music

- Sound
- Image
- Story
- Experience

Ask yourself:
"Why should someone care about me?"

Copyright in Recording and Composition



Know Your Audience

If you say “everyone”, you lose.

Define:

- Age / Lifestyle
- Similar artists
- Where they spend time (TikTok, Shows, etc.)

Example:

“Fans of indie pop who love late-night drives and emotional lyrics”



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Elements of a Legally Enforceable Agreement



The 4 P's of Music Marketing

- **Product** – Your music + brand
- **Price** – Tickets, merch, perceived value
- **Place** – Where fans find you (Spotify Bandcamp, live shows, socials)
- **Promotion** – Content, ads, word of mouth

Ask:
Where am I weakest?

Co-Writer Agreements / Split Sheets

- When to prepare and sign?
- Composition Splits

Branding = Consistency

People follow *vibes*, not just songs.

Be consistent with:

- Visuals (colours, photos, styles)
- Tone (funny, emotional, chaotic)

Rule:

Be recognizable in seconds.



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Producer Agreements

- Role
- Recording Schedule
- Deliverables
- Services
- Grant of Rights
- Fee vs. Advance
- Payment Schedule
- Share of Composition
- Recording Royalties
- Reporting / Letter of Direction
- Samples

Beatmaker Agreement

- Exclusive vs. Non-Exclusive
- Leases

What Should You Post?

Use this simple content mix:

- **Music** – clips, releases
- **Personality** – who you are
- **Process** – behind-the-scenes
- **Proof** – shows, milestones

Don't just post *what* you do – post *why it matters*



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Band Agreements

- General Structure
- Responsibilities of the Band Members
- Control / Decision Making
- The Music
- The Money
- Band Assets
- The Band Name
- New and Former Members
- Dissolution
- Who owns the name??



Done > Perfect

- Raw Beats overproduced
- Consistency beats waiting

Reminder:

"Perfect content that isn't posted doesn't exist"



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Management Agreements

- When should they be prepared and signed?
- Day to day vs. Bigger opportunities
- Right Fit
- Services – Exclusive? Specific Tasks?
- Grants
- Key Person
- Approvals
- Term
- Compensation Models (% , fee, hybrid)
- Scope (Music vs. Entertainment Industry)
- Sunset Clause



How Fans Actually Grow (The Funnel)

1. Discovery -> (TikTok, playlists)
2. Interest -> (they follow you)
3. Connection -> (content + story)
4. Conversion -> (streams, tickets, merch)

Where are you losing people?



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Featured Artist Agreements

- Writer Splits
- Recording Royalties
- Swap Concept
- Neighbouring rights royalties
- Credits
- DSP credit
- Label waivers

Your Live Show = Your Best Marketing

- Energy matters
- Engagement matters
- Experience matters

Goal:
Turn strangers into fans

Record Label Agreements

- What is your reason?
- Services: Marketing and Distribution
- Initial Term and Option Periods
- Grant of Rights – License vs. Grant Ownership
- Advances
- Release and Marketing Commitments
- Accounting and Audits
- Representations and Warranties
- Breaching the Agreement
- What's the price of more “credibility”?
- Off stage sales



Collaborate to Grow

Work with:

- Other artists
- Creators
- Local businesses
- Associations/Organizations (ie. www.ottawamic.com)

You share audiences + faster growth



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Publishing Agreements

- Admin vs. Co-Pub
- What is your reason?
- Minimum Delivery Commitment
- Mechanical Royalties
- Performance Rights Royalties
- Procured Covers
- Co-Writes
- Exclusive Period vs. Retention Period vs. Collection Period
- Advances
- Option Terms



Consistency Wins

- Not one viral moment
- Repeated effort over time

Truth:

“Showing up 3x/week for a year beats one viral post”



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Actions

- Define your audience in one sentence
- Audit your social (is your brand clear?)
- Post 3 pieces of content using the 4 content types
- Reach out to 1 potential collaborator
- Improve ONE thing about your live show



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General Key Terms and Concepts in Arts and Entertainment Agreements

- Written vs. verbal
- License vs. assign
- Exclusive vs. non-exclusive
- Term / Duration
- Representations, Warranties and Indemnity
- Remedies
- Confidentiality
- Entire Agreement
- Governing Law
- Independent Legal Advice
- MFN
- Force majeure
- Not just about \$
- Creative leverage
- Inconsistencies between what you are told and what's in the agreement
- Being asked to give more rights than are needed
- Lack of clarity
- Lack of commitments
- Balance or Lack of Balance
- Termination
- Just Trust Me
- Due diligence / who else is signing?

30 Things Music Lawyers do

1. Review and prepare agreements for major deals with creative collaborators, from co-writers to producers.
2. Review and negotiate distribution agreements, from an indie label to an American major label.
3. Assist you in delivering legal obligations to record labels.
4. Review publishing administration and co-publishing agreements.
5. Prepare band agreements (help negotiate the deal and get the responsible parties to sign).
6. Help you deal with musicians leaving your band, whether parties are amicable or not.
7. Review music industry production agreements.
8. Review management agreements and help you strategize your professional relationship with your manager or management company.
9. Provide advice if your relationship with your manager is going south, including by potentially negotiating, preparing and/or reviewing a management termination settlement agreement.
10. Prepare performance agreements for venues to sign when engaging you to perform live music.

30 Things Music Lawyers do

11. Help you to access royalty statements if you're not receiving them according to your contractual entitlements, and to review royalty statements to ensure you are being paid properly.
12. Review and prepare featured artist agreements, whether you are the featured artist or engaging the featured artist.
13. Review and help negotiate offers and agreements to sell parts of your music catalogue (songs, albums, and other media).
14. Help keep you protected against accusations of music theft and help if someone allegedly stole your music.
15. Prepare agreements with a partner, such as graphic designers, producing album artwork and other graphics or media.
16. Help you understand contracts to buy and lease beats from websites.
17. Prepare P2 visa applications for artists performing in the United States.
18. Review agreements to compose orchestral music.
19. Negotiate singing contest (and other kinds of contests) agreements.
20. Review agreements to perform music on television.

30 Things Music Lawyers do

21. Review agreements to have music synchronized in a film, television show, advertisement or digital media site.
22. Help musicians and songwriters to get samples cleared and music interpolations approved.
23. Provide corporate services, including, setting up a corporation, providing advice with respect to share classes, drafting a shareholders' agreement, drafting annual resolutions, and documenting when business partners join and leave the corporation.
24. Work with your business manager and/or accountant to ensure everyone is on the same page about finances and is planning for successful careers.
25. Provide advice about whether songs are protected by copyright or are in the public domain, for example if you are interested to adapt, arrange, remix or sample a public domain work.
26. Review influencer and endorsement deals to promote a product or service (ie: brand partnerships).
27. Provide advice about service providers, from grant writers to trademark lawyers.
28. Assist with litigation – either to sue or defend a claim.
29. Answer questions about copyright (intellectual property).
30. Help to ensure you are properly registered to earn all neighbouring rights royalties.

Contact Info

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