

Music Network Performance and Touring Award: Guidelines for Applicants 2010

1. Aims and objectives

The primary aim of this award is to assist Irish and Ireland-based artists and groups/ensembles of a professional performing standard to realise new performance-based projects, including individual performances, concert series and/or tours.

Its objectives are to:

- Offer increased employment opportunities to Irish musicians
- Develop the skills base of Irish artists in areas such as project planning and administration, self-promotion and self-management
- Offer a new source of music programming to promoters, and in turn to audiences throughout Ireland
- To create access to new music programming for audiences.¹

2. Eligibility

Who can apply?

- ❖ Musicians and groups/ensembles of all musical genres
- ❖ Artists of a professional performing standard, as recognized by their peers
- ❖ Applicants of Irish nationality, or performers resident in Ireland, organising performances to take place within the Republic of Ireland. Featured ensembles or groups must be composed of at least 50% Irish/Irish resident artists, in order to be eligible for this award.

Note:

The primary selection criterion is artistic quality, but as there are limited funds available, applications will also be evaluated according to the perceived value for money offered for the amount of funding requested.

What types of projects are eligible?

This award is only open to artists/groups/ensembles giving public performances. Private concerts/functions and fundraising events cannot be subsidized under this scheme.

Eligible projects include:

- ❖ Concert/performance tours
- ❖ Concert/performance series in one or more venues
- ❖ Individual concerts/performances
- ❖ Multi-disciplinary projects involving live music performance as a key structural/thematic element
- ❖ Collaborative Projects: either with other Irish/Ireland-based artists, or with international artists visiting Ireland.² Please note that, in the case of projects involving international artists, at least 50% of the performing group must be of Irish nationality or residency, in order to be eligible.

¹ This award makes use of public funding. Promoters partnering artists in the delivery of their projects should therefore make every effort to keep ticket prices affordable (Music Network suggests an upper price threshold of €25 per ticket, with lower concession and family rates also offered).

² Projects containing such an international dimension will be regarded most favourably if potential exists for reciprocal international visits for the participating Irish artist(s)/ensemble.

Projects involving Recording/Commissioning:

The Performance and Touring Award is primarily focused on live music performance. Therefore, projects involving additional elements such as recording, commissioning or projects focused on artists' own education or professional development are advised to seek funding for these ancillary strands from the Arts Council recording, commissioning, projects fund and/or artist bursaries.

What types of partner promoter can be targeted?

- ❖ Local authorities
- ❖ Music venues
- ❖ Arts centres/venues
- ❖ Festivals
- ❖ Community/voluntary groups throughout the Republic of Ireland.
- ❖ Artists/groups/ensembles who wish to undertake the promotion of their own project are also welcome to apply.

What aspects of a project does the award cover?

- ❖ Artist fees
- ❖ Per diem expenses
- ❖ Travel / accommodation expenses
- ❖ Project administration costs / agent fees (including administration time)
- ❖ Equipment / Instrument hire
- ❖ Engineer / Technical assistance

Awards will only be made directly to artists/groups/ensembles, or their agents, and are intended primarily to provide a subsidy to reduce the financial burden on the promoter(s) while ensuring the payment of appropriate professional fees and expenses to applicant artists.

Outreach / Audience Development Components:

An additional subsidy may be made available to cover the cost of value adding outreach or audience development components related to the programming of the concert/series/tour. For example: outreach performances/participative workshops/master classes/open rehearsals/pre or post-concert talks.

Any such value adding activities should be developed as an integral part of the planning process between the artist and promoter, and should be presented as such within the grant application. However, public performance should remain the primary focus of any application to this award.

How often can an artist/ensemble apply?

There is **no restriction** on the number of applications an artist or ensemble can make in any one year. However, applicants should note that the selection panel is keen to ensure an even spread of opportunity to a range of artists/groups/ensembles, and that successful projects will be considered in terms of how they fit into an overall national picture of music access.

The selection panel will consider compound applications by an artist/ensemble wishing to tour multiple projects over the course of a year or more to the same circuit of promoters/venues, with a view to building developmental relationships with those particular local promoters and audiences.

3. Developing a project

Music Network suggests that applicant musicians/groups/ensembles undertake the following steps to assist them in preparing an application for the Performance and Touring Award.

Artistic planning

The artist's proposal to the local promoter should take into account the promoter/venue's programming needs, and the needs of their audience.

Prior to approaching promoters, artists should have developed their project idea to a point whereby they are able to articulate this clearly, such as:

- The proposed timeframe of the project
- Details of the number of artists involved
- The proposed duration and nature of the performance
- Sound and lighting requirements
- The projected budget for each individual performance (using the budget templates provided).

The budget presented to the promoter will (if the application is successful) be subsidized usually at an average rate of around 50%. However, in the eventuality that the artist/ensemble is also the promoter of the project, a higher subsidy level may be available.

Please Note:

- ❖ A Promoter/ Venue Manager should be aware that a tour date is a **provisional booking only** and can only be confirmed with results obtained after the Performance & Touring adjudication. This should help reduce disappointment or cancellation of bookings if the applicant is unsuccessful in their application. **Music Network therefore recommends that applications to the Performance and Touring Award be made well in advance of any proposed performance(s). Applications to the award may be made up to a year in advance of the commencement of the proposed project.**

Liaison with promoters

- Artists/groups/ensembles should research appropriate partner promoters/venues for their project (taking into account venue size, staging, usual programming, etc.).
*(A contact list of **Music Promoters/Venues** in the Republic of Ireland, with whom Music Network regularly works is available on the Information Sheet provided. Please note, however, that artists/groups/ensembles should also feel free to approach any other suitable promoters/venues not on this list, which are based within the Republic of Ireland).*
- Artists/groups/ensembles should then initiate discussions with their targeted potential partner promoter(s) in terms of:
 - suitability of proposed performance within the promoter's venue and programming
 - possible performance dates³
 - technical requirements (e.g. need for piano/equipment hire, sound and lighting, etc.)
 - local promotion (is there a need for publicity materials to be provided, or will the partner promoter(s) produce their own materials individually?)
- Artists should obtain written agreement **in principle** from the promoter or venue, which will be used in support of the final application
- Further to discussions with interested partner promoters, artists should update the projected budget for each individual performance (taking into account the agreed fee payable by the promoter, the need for piano/equipment hire, the need for publicity materials to be produced by Music Network, etc.), and, where more than one performance is planned, feed figures from each individual performance budget into a composite project budget (template provided), to be presented as part of the application.

³ In order to avoid problems in the event that your application is unsuccessful and that provisional performance bookings need to be cancelled, Music Network recommends that performance dates be scheduled a minimum of 10 weeks after the relevant Performance and Touring Award application deadline.

4. Application procedures

Amount of funding available through the award

There are no limits imposed on the amount of funding available through the award. However, applicants should note that the average award granted between May 2006 and November 2008 was €6,185.

Application deadlines

Closing dates for applications in 2010: 5pm, Monday 15th February, Tuesday 8th June and Monday 4th October.

5. Selection procedure and criteria

Following each application deadline, the Artistic Advisor to the award shortlists applications received, based on the selection criteria set out below. A selection panel will meet within 2 weeks of the application deadline, to consider the applications received, and make decisions regarding award allocations. At this meeting, the panel receives details on all applications received for that application round. The panel is then given the opportunity to add applications to the shortlist, for further consideration.

The selection panel consists of a Music Network representative, an Arts Council representative, an independent performing musician, and an independent concert promoter. It is intended to build a pool of musician and promoter panellists, so that the make-up of the panel varies from meeting to meeting.

Key selection criteria include:

- ❖ Artistic quality/track record of applicant musician/ensemble or demonstrated artistic potential, including peer recognition/standing
- ❖ Artistic quality and appeal of proposal/proposed programme
- ❖ Extent to which the project would otherwise be realizable without an award allocation/access to other funding
- ❖ Quality/feasibility of application (including feasibility of budget presented)
- ❖ Value for money offered
- ❖ Evidence of partnership approach to planning/realizing the project with local promoter(s), where applicable

Please Note:

All applications for awards are assessed in the context of other applications received, and the funds available. Because of the competitive nature of the awards and the large number of applicants, it is not possible to make an award to all eligible and good applicants. Eligibility and compliance with criteria for assessment alone does not guarantee the allocation of an award.

Notification of funding decisions

Music Network aims to inform applicants about funding decisions within three weeks of the application deadline.

Feedback

Feedback is available from the artistic advisor on behalf of the selection panel if an application has been unsuccessful. This feedback is readily available upon request. The process for receiving feedback is as follows; email the Performance Programmes Administrator on concertadmin@musicnetwork.ie stating the title of your project and contact details. Your query will then be forwarded to the artistic advisor, who will provide written feedback based on the selection panel's comments.

6. Draw down procedures and conditions

1. Successful applicants will be informed in writing of the selection panel's decision, and requested to submit a letter of grant acceptance, together with emailed/written confirmation from all participating partner promoters regarding their agreement to participate in the delivery of the project.
2. Upon receipt of these documents, 50% of the grant will be paid to the artist.
3. The remaining 50% is made payable after the project's completion. The project is deemed complete when:
 - ❖ All associated performances are completed
 - ❖ A post-project report (template for which is available in information pack) has been filled out and returned to Music Network
 - ❖ Receipts for all relevant expenditure, including per diem costs/accommodation/piano/equipment hire etc. have been forwarded to Music Network.

Timeframe:

Award allocations should be drawn down in line with the project timeframe specified within the artist/ensemble's application, with a certain degree of flexibility built in to allow for minor changes to the project dates. However, projects not completed within **2 months** of the dates specified within the application will be deemed to have lapsed (unless written notification of a change of timeframe has been submitted to, and agreed with Music Network within this 2 month period), and any funding remaining to be drawn down will be withdrawn. Furthermore, in cases such as this, monies paid out in advance to artists/groups/ensembles will have to be refunded to Music Network.

7. Implementation of projects/delivery of scheme

Once an award has been granted to a successful applicant, it is expected that the artist/ensemble and partner promoter(s)/venue(s) will work together to see the project through to a successful conclusion, adhering as closely as possible to the parameters outlined in the application. It is acknowledged that, during the time between submitting an application and realizing a project, the exact make-up of a proposed series of tour locations and partners may vary. Provided that the overall number of performance events realized in the project matches that in the proposal, this should not be an issue of concern. However, if the number of performances realized is lower than that for which an award was granted, the artist/ensemble will be expected to repay the balance of the subsidy.

PR, Marketing and Publicity

Artists/groups/ensembles and promoters are expected to work together to generate PR around the event. A promoter is likely to require the following information:

- ❖ Biographical material
- ❖ High resolution colour photographs in digital format
- ❖ Programme information (possibly including programme notes)
- ❖ CD recordings from the artist/group or ensemble.

This information will be required well in advance of the event (a minimum of 2 months). In turn, it is reasonable for the artist to expect the local promoter to take responsibility for distribution of press releases and publicity tools to the local media in their area, with a view to gaining local press and radio coverage. It is also reasonable to expect the local promoter to undertake responsibility for putting up posters and distributing fliers locally.

*(Please refer to **Information Sheet** for sample **Press Release** template).*

Music Network's PR and Marketing Manager can offer advice and assistance to artists and/or promoters in this regard.

Music Network can also assist artists/promoters with the preparation of publicity materials, using its existing design templates for posters, fliers and concert programmes at the costs outlined below. When artists are discussing possible performances with promoters, artists should establish whether or not the promoter/venue wishes to avail of these promotional materials through Music Network and, if so, indicate quantities of posters, fliers and programmes required, within the budget. A minimum of **eight weeks** notice is required for the production of materials through Music Network.

The total cost of designing and printing a package of promotional materials for a concert series (based on 4 concerts) would be as follows:

Overall Design Fee:	€160
Printing Costs:	200 A3 posters @ €240 4 x 50 snipes @ €88 2000 full colour DL flyers @ €180
Total	€668 ex VAT

plus delivery to venues @ €24 per venue

Where publicity materials are produced independently of Music Network, all such materials (posters, fliers, programmes, press releases etc.) **must** carry the following line of acknowledgement:

"Presented with funding from the Music Network Performance and Touring Award"

and **must** carry both the Music Network and Arts Council logos, which Music Network will provide to the artist/partner promoter. Designs for all independently produced printed materials (posters, fliers, programmes) **must** be approved by Music Network's PR and Marketing Manager prior to going to print. **Please note that failure to comply with these acknowledgement conditions, and/or failure to supply a full suite of the print materials produced, bearing the requisite logos and line of acknowledgement, will result in an automatic penalty of 5% of the total funding offer, which will be deducted from the balance payment.**

For further information on the Performance and Touring Award, please contact:

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