

PERFORMANCE AND TOURING AWARD – MARKETING SUPPORT

As successful applicants to the Performance and Touring Award, Music Network is pleased to offer you a range of marketing supports, to assist you in promoting your performance project. However, as one of the primary objectives of the Performance and Touring Award is to assist artists in developing their own self-promotion and self-management skills, the following document is intended to outline clearly the parameters of the support that Music Network can provide to you.

In addition to availing of these supports, you should work with your local music promoters to generate publicity around each event. Therefore, the promoter will require biographical material, high resolution colour photographs in digital format, programme information (possibly including programme notes) and CD recordings from the artist/ensemble in advance of the event (at least three 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.

Music Network Marketing Supports

1. Listing in Music Network Online Calendar of Events and Monthly E-newsletter

In all instances, Music Network will carry the details of you tour on our website's online calendar of events (average visits currently c.25,000 per month), and e-newsletters (distributed to 300 people nationwide). In order to avail of this opportunity, you should supply us with the following information:

- Tour/performance dates
- Programme details
- Concert times
- Venue names
- Ticket prices
- Booking details

This information should be emailed to pr@musicnetwork.ie as soon as it is confirmed. As performance arrangements are subject to change between the time of submitting an application to the Performance and Touring Award and the start of the tour, please do not assume that Music Network will collate this information on the basis of your application. It is your responsibility to ensure that all of the above information is provided to Music Network well in advance of the start of your project, in order to ensure that the publicity opportunities presented via the Music Network website and e-newsletter are fully maximised.

2. Production of Posters and Fliers

In addition, Music Network offers the following optional marketing support to recipients of the P&T Award:

- Production of posters and fliers for the tour through our designers and printers (the cost for which is deducted from your award total). You may choose to have your posters and fliers produced independently.

In order for Music Network to look after the production of the posters and fliers for your tour we need you to provide us with the following information **at the very latest eight weeks before the date of your first concert:**

- A high quality colour photo of the group (300 dpi at least)
- The names and instruments of all the musicians involved (please send the correct spellings and include any fadas etc.)
- All the tour dates, programme details, concert times, venue names, tickets prices and booking details
- Any logos or acknowledgments (please send eps or jpegs logos)
- A contact name, address and telephone number for delivery

Quantities of posters and fliers required for each venue (e.g. 50 posters and 500 fliers) An estimation of the total cost of designing and printing this package (**based on 4 concerts**) is as follows:

Please note that, if you wish to avail of this support service through Music Network, it is your responsibility to ensure that we have all of this information well before the 8-week pre-project deadline. Music Network takes no responsibility for following up with local promoters, in relation to garnering this essential information. If an awardee fails to provide this information to Music Network before the 8-week deadline, Music Network reserves the right to cancel the applicant's print order.

3. Funder Acknowledgment

It is a condition of the award and the responsibility of the awardee to acknowledge the funding support from Music Network and The Arts Council in any promotional materials produced.

Please note that where your posters and fliers are designed independently of Music Network that both Music Network and our revenue funder, The Arts Council, must be acknowledged in promotional materials that you produce. 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 will be emailed to you.

Music Network must sign off on any promotional materials before going to print to ensure that logos are represented correctly. A pdf version of the design can be emailed to pr@musicnetwork.ie and will be given priority in order to prevent any delays.

Good luck with planning your event, and if you wish to discuss any aspect of this document further, please contact:

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