



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Tuarea R2 Album, EP, multi-song project

**Round:**

2 of 2

**RFP Date:**

26 February 2024

**Closing Date:**

22 March 2024

**All queries:**

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# Hei Whakataki

## Introduction

Te Māngai Pāho is committed to supporting the Māori media and music sectors and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation.

# Te Pūtake

## Purpose

This contestable funding opportunity will support the creation of an album or EP of original waiata reo Māori (songs containing 50% or more te reo Māori) in a contemporary music genre for airplay and streaming audiences.

This funding is aligned to Te Māngai Pāho's 'Creation' and 'Audience' [Standard of Performance Expectations \(SPE\)](#).

A total pool of \$200,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

# Wātaka

## Timeline

26 Feb 2024	RFP Published
4 Mar 2024	Applications Open
22 Mar 2024	Applications Close
19 Apr 2024	Decisions

# Te Kaupapa Matua Request for Proposals

This RFP invites music artists and producers to apply for a funding contribution of up to \$40,000 (before taxes) toward the **production, release** and **promotion** of a **waiata reo Māori album, EP or multi-song project**. Promotion includes the creation of aligned music video assets. Original music is preferred, but songs that include samples or that are covers are eligible if rights are cleared at the time of your application submission.

Applicants agree to:

- Develop songs with an independent Mātanga Reo/Pou Tiaki Reo to ensure lyrics are appropriately styled for the target audience, and the recorded performance of the waiata demonstrates good pronunciation.
- Ensure samples and rights to translate are cleared *prior* to application.
- Use professional studios and services to produce the waiata.
- Promote at least two feature waiata from the project to radio and media, including via *WaiataHou*, the method used by Te Māngai Pāho to promote waiata to iwi radio, NZ radio and other media partners.
- Create aligned music video assets to use in promotion of each feature waiata.
- Release the funded waiata on digital music platforms. (e.g., Spotify, Apple Music)
- Release the waiata between Jul 1 and Dec 31, 2024.

## Eligibility

Companies, Trusts, and any other organisation that is legally registered in New Zealand. Individuals (Sole Traders) who are GST registered may also apply.

## Ineligible

- Applications from applicants with overdue Te Māngai Pāho contracts.
- Applications received after the closing date and time.
- Applicants registered as an Individual (Sole Trader) that are not GST registered.
- Projects that better fit another funding stream.
- Incomplete applications.

It is the responsibility of the applicant to ensure that they are eligible. Ineligibility will be notified as soon as practically possible however this may be after the closing of a round.

# Pukapuka Tono Application

ARTIST/PRODUCER EXPERIENCE	
<input type="checkbox"/> The artist has released a song to digital before. Platform link to song:_____	
<input type="checkbox"/> The artist has had a song playlisted by a NZ radio station before. Song, station(s):_____	
<input type="checkbox"/> The artist has a digital distribution agreement. Distributor:_____	
<input type="checkbox"/> The artist has received/been nominated for a NZ music award before. Award, year:_____	
PROPOSAL	
Project	
Album / EP / Project Title	
Recording Artist	
Te Reo Māori Content	Fluent 70+%   Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumatua
Intended Release Date	
Total Number of Songs	
Tracklist	
For each song, provide:	
• Track Title	
• Feature Artist(s)	
• Writer/Composer(s)	
• Evidence of Rights (if required)	Agreement for use of samples and covers
• Music Genre	
• Lyrics	Reo Māori lyrics required. Please also provide explainer or equivalent English lyric.
• Song Demos	Minimum three demos Music and singing in te reo must be demonstrated
Artist Platform/Audience	
Facebook Link and Follower Numbers	
Instagram Link and Follower Numbers	
TikTok Link and Follower Numbers	
Spotify Artist Link and Monthly Listeners	
Previous Airplay or Chart Success	
Awards, Notable Recognition	
Target Radio Stations, Playlists, Platforms	Who you will pitch your feature songs to
KEY PERSONNEL	
Mātanga Reo/Pou Tiaki Reo	Also provide up to 5 projects they are credited for
Music Producer or Main Collaborator	Also provide up to 5 projects they are credited for
Recording Engineer	Also provide up to 5 projects they are credited for
Mastering Engineer	Also provide up to 5 projects they are credited for
Publicist/Promotions/Marketing	Also provide up to 5 projects they were credited for
Admin Lead	
BUDGET	

Detailed budget, line by line	Eligible costs: Mātanga Reo, studio hire, audio engineer, music producer/director, session musicians, mastering, publicity, video and asset creation, photography, video director, cameras, lighting, editing, grading, graphics
<b>Additional Information</b>	
Attachments(s)	Attach a full proposal including additional information that you feel will help your application. (eg. music rights agreements)

## Aromatawai Assessment Criteria

### Artist Experience (10%)

- Artist's experience and achievements in NZ's music environment

### Creative Proposal (60%)

- Kaupapa, themes – waiata are distinctly Māori in tone, character, perspective
- Command of te reo Māori – vocabulary, grammar, sentence structure, whakahua
- Lyrical craft – catchy, compelling, clever
- Musical appeal
- Evidence of artist having an existing audience
- Clear target market and plan to reach new audience

### Key Personnel (20%)

- Capability of applicant and key personnel to deliver professional outcome

### Budget (10%)

- Realistic and reasonable for proposed deliverables and outcomes

# Te Tono ā-Ipurangi

## Applying Online

To apply, you must first register in Te Pūahatanga, the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit it via your dashboard right up to the deadline. Only submitted applications in Te Pūahatanga will be considered for funding.

# Ngā Tikanga me Ngā Herenga

## Reserved Rights

- You must bear all your own costs in preparing and submitting your proposal.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your proposal.
- We may amend, suspend, cancel and/or re-issue the RFP at any time.
- We may change the RFP (including dates) but will give all submitters a reasonable time to respond to any change.
- We may accept late proposals with the approval of the Chief Executive.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.