



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Reo Māori Singles

**Round:**

3 of 4 / 2022-23

**RFP Date:**

Monday 30 January 2023

**Opening Date:**

Monday 6 February 2023

**Closing Date:**

Friday 24 February 2023

**Decisions:**

Friday 17 March 2023

**All queries:**

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Mātanga Puoro

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# Hei Whakataki

## Introduction

Te Māngai Pāho is committed to supporting the Māori media and music sectors in collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. Our role is to promote Māori language and culture to all New Zealanders.

# Te Pūtake

## Purpose

This contestable funding opportunity will support the creation of a single original waiata reo Māori (song containing more than 50% te reo Māori) in a contemporary music genre for broadcast and streaming audiences.

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

A total pool of \$150,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

# Wātaka

## Timeline

30 Jan 2023	RFP Published
6 Feb 2023	Applications Open
24 Feb 2023	Applications Close
17 Mar 2023	Decisions

# Te Kaupapa Matua

## Request for Proposals

This RFP invites music artists and producers to apply for a funding contribution of \$10,000.00 (before taxes) for the **production, release** and **promotion** of an **original waiata reo Māori**.

Applicants agree to each of the following:

- Develop the song 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.
- Use professional studios and services to produce the waiata.
- Create an aligned music video asset to use in promotion of the waiata.
- Submit the finished mastered waiata for distribution via *WaiataHou*, the method used by Te Māngai Pāho to distribute waiata to iwi radio, NZ radio and other media partners.
- Release the funded waiata on digital music platforms. (e.g., Spotify)
- Release the waiata between April 1 and Jun 30, 2023.

## Eligibility

### Eligible

- Sole Traders (Individuals)
- Legally registered Companies, Societies and Trusts

### Ineligible

- Applications relating to songs that have previously received funding support.
- Applications received after the closing date and time.
- Applications from applicants with active overdue Te Māngai Pāho contracts.
- Applications that will propel a Sole Trader (Individual) applicant beyond \$12,000 (ex. GST), the maximum funding permitted to a Sole Trader (Individual) at any one time.
- Applications that better fit another funding stream.

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.

# Te Whakatakotoranga o Te Tono

## Application

ARTIST EXPERIENCE	
<input type="checkbox"/> Artist has released a song to digital before. Platform link to song: _____ <input type="checkbox"/> Artist has had a song playlisted by a NZ radio station before. Station(s), song: _____ <input type="checkbox"/> Artist has a distribution agreement. The distributor is: _____. <input type="checkbox"/> Artist has been nominated for or received a NZ music award before. The awards, category and year was _____.	
PROPOSAL	
Waiaata	
Song Title	
Performing Artist Name	
Composer(s)	
Music Genre	
Te Reo Māori	Fluent 70+% / Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumātua
Lyrics	Attach Māori lyric sheet and English translation
Song Demo	Attach audio
Intended Release Date	
Audience	
Facebook Link and Follower Numbers	
Instagram Link and Follower Numbers	
Spotify Monthly Listeners	
Previous Airplay, Playlist or Chart Success	Radio stations, digital playlists, NZ music charts
Awards, Notable Recognition	
Target Radio Stations, Playlists, Platforms	Stations you will pitch your song to
KEY PERSONNEL	
Contact Person/Project Lead	Name and 5 recent music project credits
Mātanga Reo	Name and 5 recent reo waiata, translation or project credits
Music Producer or Collaborator	Name and 5 recent production credits
Recording Engineer	Name and 5 recent recording credits
Mastering Engineer	Name and 5 recent mastering credits
Publicist	Name and 5 recent publicity campaign credits
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
Additional Information	

Attachments(s)	Attach a full proposal or any additional information you think will be helpful to your application.
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# Aromatawai

## Assessment Criteria

### Artist Experience (10%)

- Experience of the artist.

### Creative Proposal (60%)

- Innovative and appealing quality Māori centric idea.
- Clear plan on how te reo Māori will be used in the funded content.
- Audience reach.

### Key Personnel (20%)

- Capability of key personnel and applicant.

### Budget (10%)

- Realistic and reasonable for proposed output and outcomes.

# Te Tono ā-Ipurangi

## Applying Online

You must be registered in Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. Only applications submitted through this portal will be considered. You can register at any time, and we strongly encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your funding application.

# Ngā Tikanga me Ngā Herenga

## Reserved Rights

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel 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 applications 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.