



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Reo Māori Singles

Round:

1 of 3 / 2023-24

RFP Date:

Monday 28 August 2023

Opening Date:

Monday 4 September 2023

Closing Date:

Friday 22 September 2023

Decisions:

Friday 20 October 2023

All queries:

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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

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|-------------|--------------------|
| 28 Aug 2023 | RFP Published      |
| 4 Sep 2023  | Applications Open  |
| 22 Sep 2023 | Applications Close |
| 20 Oct 2023 | Decisions          |

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# 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 a waiata reo Māori.

Applicants agree to:

- 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.
- Ensure samples and rights to translate are cleared *prior* to application.
- 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 promote waiata to iwi radio, NZ radio and other media partners.
- Release the waiata on digital music platforms. (e.g., Spotify, Apple Music)
- Release the waiata between Jan 1 and Jun 30, 2024.

## Eligibility

### Eligible

- Individuals (Sole Traders).
- Companies, Societies and Trusts that are legally registered in New Zealand.

### Ineligible

- Applications from applicants with overdue Te Māngai Pāho contracts.
- Applications relating to songs that have previously received funding support.
- Applications received after the closing date and time.
- Applications that will propel an Individual (Sole Trader) applicant beyond \$15,000 (ex. GST), the maximum funding permitted to an Individual (Sole Trader) at any one time.
- Applications that better fit another funding stream.
- Applications for songs, samples, and music that the applicant has no right to.
- 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 EXPERIENCE  |   |
|--|---|
| <input type="checkbox"/> Artist has released a song to digital before. Platform link to song: _____<br><input type="checkbox"/> Artist has had a song playlisted by a NZ radio station before. Station(s), song: _____<br><input type="checkbox"/> Artist has a distribution agreement. The distributor is: _____<br><input type="checkbox"/> Artist has been nominated for a NZ music award before. Awards, year: _____ |   |
| PROPOSAL   |   |
| <b>Waiata</b>  |   |
| Song Title   |   |
| Recording Artist   |   |
| Music Genre  |   |
| Composer(s)  |   |
| Te Reo Māori   | Fluent 70+% / Receptive 50-70%  |
| Target Age Group   | Tamariki / Rangatahi / Pakeke / Kaumātua  |
| Lyrics   | Reo Māori lyrics required – draft acceptable. Also provide explainer or equivalent English lyric. |
| Song Demo  | Music and singing must be demonstrated  |
| Intended Release Date  |   |
| <b>Audience</b>  |   |
| Facebook Link and Follower Numbers   |   |
| Instagram Link and Follower Numbers  |   |
| TikTok Link and Follower Numbers   |   |
| Spotify Artist Link and Monthly Listeners  |   |
| Previous Airplay, Playlist or Chart Success  |   |
| Awards, Notable Recognition  |   |
| Target Radio Stations, Playlists, Platforms  | Who you will pitch your song to   |
| KEY PERSONNEL  |   |
| Mātanga Reo/Pou Tiaki Reo  | Also provide up to 5 projects they were credited for  |
| Music Producer or Collaborator   | Also provide up to 5 projects they were credited for  |
| Recording Engineer   | Also provide up to 5 projects they were credited for  |
| Mastering Engineer   | Also provide up to 5 projects they were credited for  |
| Publicist/Promotions/Marketing   | Also provide up to 5 projects they were credited for  |



|                               |  |
|-------------------------------|--|
| Admin Lead                    |  |
| <b>BUDGET</b>                 |  |
| 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%)

- 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

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 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.