



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Reo Māori Singles

**Round:**

3 of 3 / 2023-24

**RFP Date:**

Monday 18 March 2024

**Opening Date:**

Monday 1 April 2024

**Closing Date:**

Friday 19 April 2024

**Decisions:**

Friday 17 May 2024

**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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18 Mar 2024	RFP Published
2 Apr 2024	Applications Open
19 Apr 2024	Applications Close
17 May 2024	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 Jul 1, 2024, and Mar 31, 2025.

## 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

<b>ARTIST EXPERIENCE</b>	
<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 a NZ music award before. Awards, year: _____	
<b>PROPOSAL</b>	
<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
<b>KEY PERSONNEL</b>	
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.