



Te Māngai Pāho

REQUEST FOR PROPOSALS

Music Breakthrough Projects

Round:

4 of 4/2020-21

RFP Updated:

Wednesday 31 March 2021

Closing Date:

Friday 23 April 2021

All queries:

Nadia Marsh

Mātanga Puoro

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Ko te reo te take!

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 RFP replaces all previous iterations relating to Music Breakthrough Projects.

This contestable funding opportunity will support the **recording** and **publicity** of **reo Māori EP/multi-song projects**, with priority given to projects that contain waiata containing more than 50% Te Reo Māori; that are original and have not been released before; and appeal to **rangatahi** and **pakeke** (13–45 years) audiences.

Te Kaupapa Matua

Request for Proposals

Music artists and **producers** with a track record of producing in **contemporary music genres** and who have a **proven audience base** are invited to apply for funding to support the recording and publicity of a reo Māori EP/multi-song project. Applications must be made through a legal entity.

A Mātanga Reo is an integral part of your project and proposal, as they will ensure the reo in your waiata demonstrates correct grammar, Māori perspective and lyrical craft.

Te Māngai Pāho is prepared to allocate up to \$40,000 (plus GST if applicable) to a single project. A total pool of \$300,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount in this funding round.

Te Whakatakotoranga o Te Tono

Application

APPLICANT DETAILS	
Company name	
Company contact	
Previous music projects	<i>Other EP/multi-song projects this company has made</i>
PROPOSAL	
Artist, Music & Lyrics	
Project name	
Primary artist	
Feature artist(s)	
Mātanga reo	<i>Each project needs an approved Mātanga Reo to translate, collaborate or peer review song lyrics and performance. They will need to supply a reo report or endorsement letter as part of your final deliverables.</i>
Music producer	
Artist/Producer airplay, awards, recognition	<i>Previous song success on radio, awards nominations etc</i>
Project overview for funder	<i>A paragraph discussing the artist's creative intention, how it fits into their big picture thinking, and ultimately what the finished product will look and feel like.</i>
Song quantity	<i>Minimum 3 songs required.</i>
Music genre	
Audio demos	<i>Minimum 3 demos required. Each demo must contain music and performance of the written lyrics.</i>
Song lyrics (and composer info)	<i>Māori and English</i>
Reo audience	<i>50-70% - Receptive audience 70%+ - Fluent audience</i>
Production	
Studio and production	<i>Name of recording studio and engineer(s)</i>
Project timeline	<i>Funding through to release</i>
Mastering	<i>Name of studio and engineer</i>

Access & Audience	
Fanbase/Target audience	<i>Social media and DSP follower numbers and engagement. Own website/ mailing list numbers.</i>
Platforms/Distribution	<i>On which platforms will people be able to access the project?</i>
Publicity/promotion strategy	<i>What promotional activity do you plan to undertake? Which media will you target for interviews and features, how and when?</i>
Publicity assets	<i>What assets will you produce to assist with distribution and publicity of your project? Eg. music video, social media tiles, artist photos etc</i>
Music Industry	
Third-party management	<i>Yes / No – name</i>
APRA AMCOS member	<i>Yes / No – number</i>
Recorded Music member	<i>Yes / No – number</i>
Distribution deal	<i>Yes / No – name, term</i>
Budget	
Detailed budget	<i>Line by line expenditure</i>

Wātaka

Timeline

31 March 2021

RFP Published

5 April 2021

Applications Open

23 April 2021

Applications Close

14 May 2021

Decisions

Te Tono ā-Ipurangi

Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to submit an application. Only applications submitted through this portal will be considered. You can register at any time and we encourage producers to register well in advance of the funding deadline, 5:00pm **Friday 23 April 2021**. Please have your full proposal ready to upload when you submit your application. 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 and Terms and Conditions

- You must bear all of 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 and may waive any irregularities or informalities in the RFP process
- We may seek clarification of any proposal and meet with any submitter(s)
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal