



Te Māngai Pāho

REQUEST FOR PROPOSALS

Waiata Reo Māori Singles

Round:

2 of 4 in 2021-22

RFP Date:

Monday 30 August 2021

Closing Date:

Friday 17 September 2021

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 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 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 \$100,000 (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 Aug 2021	RFP Published
6 Sep 2021	Applications Open
17 Sep 2021	Applications Close
15 Oct 2021	Decisions

Te Kaupapa Matua

Request for Proposals

This RFP invites music artists and music producers to apply for funding to support the **production, release, and promotion** of a **professional recording** of an **original waiata reo Māori**. Promotion includes the creation of an aligned music video asset.

Applications for **previously released songs will not be accepted**; this includes their translation into Māori; remix or re-versioning; or promotional music video.

Te Māngai Pāho will accept proposals up to \$10,000 per waiata.

Applicants agree to release the funded song to radio; on digital music platforms (e.g., Spotify); and *WaiataHou* – Te Māngai Pāho’s monthly compilation for media.

A Mātanga Reo will be an integral part of your project and application as they will ensure your reo demonstrates correct grammar, Māori perspective and is appropriately styled for the targeted audience.

Proposals for waiata being **released** between January 1 and March 31, 2022, are preferred. Applications with a clear distribution and promotion approach will be prioritised.

Eligibility

Individuals, Companies, Trusts, and any other legal organisations may apply.

Incomplete applications; proposals from applicants with overdue contracts; proposals that better fit another funding stream; and applications that will propel an Individual Registered Provider beyond the maximum contracts total of \$12,000 (before GST) will not be considered for funding. Ineligibility will be notified as soon as practically possible however this may be after the closing of a round. It is the responsibility of the applicant to ensure that they are eligible.

Te Whakatakotoranga o Te Tono

Application

ARTIST EXPERIENCE
<input type="checkbox"/> I have released a song to digital before. Platform link to song: _____
<input type="checkbox"/> I have had a song playlisted by a NZ radio station before. Station(s), song: _____



<input type="checkbox"/> I have a distribution agreement. The distributor is: _____. <input type="checkbox"/> I have received or been nominated for a NZ music award before. The awards, category and year was _____.	
PROPOSAL	
Waiata	
Song Title	
Performing Artist Name	
Composer	
Music Genre	
Te Reo Māori	Fluent 70+% / Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumatua
Lyric Sheet	Māori and English
Song Demo	Attach audio
Intended Release Date	
Audience	
Facebook Link and Following	
Instagram Link and Following	
Spotify Monthly Listeners	
Previous Airplay or Chart Success	
Awards, Notable Recognition	
Target Radio Stations	Stations you will pitch your song to
KEY PERSONNEL	
Mātanga Reo	Also provide up to 5 recent (last 12 months) reo translation/collaboration credits
Music Producer or Collaborator	Also provide up to 5 recent (last 12 months) production credits
Recording Engineer	Also provide up to 5 recent (last 12 months) recording credits
Mastering Engineer	Also provide up to 5 recent (last 12 months) mastering credits
Publicist	Also provide up to 5 recent (last 12 months) publicity campaign credits
BUDGET	
Detailed budget, line by line	Eligible costs: Mātanga Reo, studio hire, audio engineers, music producer, music director, session musicians, mastering, publicity, additional social media, 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.

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 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 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.