



Te Māngai Pāho

REQUEST FOR PROPOSALS

Waiata Tuarea

Album, EP, multi-song project

Round:

1 of 1

RFP Date:

Thursday 2 March 2023

Closing Date:

Wednesday 29 March 2023

All queries:

Nadia Marsh

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 an album or EP of original waiata reo Māori (songs containing 50% or more te reo Māori) in a contemporary music genre for airplay and streaming audiences.

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

A total pool of \$320,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Wātaka

Timeline

2 Mar 2023	RFP Published
6 Mar 2023	Applications Open
29 Mar 2022	Applications Close
21 Apr 2022	Decisions

Te Kaupapa Matua

Request for Proposals

This RFP invites music artists and producers to apply for funding contribution toward the **production and promotion** of a **professionally recorded, waiata reo Māori album, EP or multi-song project**. Promotion includes the creation of aligned music video assets. Original music is preferred, but songs that include samples or that are covers are eligible if rights are cleared at the time of your application submission.

Applicants agree to:

- Release the full project on digital music platforms like Apple Music and Spotify;
- Promote at least two feature singles from the project to radio and audience; and,
- Distribute the two feature singles to media via *WaiataHou* – Te Māngai Pāho’s monthly promotional compilation.

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

Te Māngai Pāho will accept proposals up to \$40,000 per project.

Proposals for projects that will be **complete** between July 1 and December 8, 2023, are prioritised.

Eligibility

Companies and Trusts, and any other legal organisation may apply.

Ineligible

- Applicants registered as an Individual (Sole Trader)
- Applicants with overdue music contracts
- Proposals that better fit another funding stream
- Incomplete applications

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/PRODUCER 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. Song, station(s):_____	
<input type="checkbox"/> I have a distribution agreement. Distributor:_____	
<input type="checkbox"/> I have received or been nominated for a NZ music award before. Award, year:_____	
PROPOSAL	
Project	
Album / EP / Project Title	
Recording Artist	
Music Producer	
Admin Lead	
Te Reo Māori Content	Fluent 70+% Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumatua
Intended Release Date	
Tracklist	
For each song, provide:	
• Track Title(s)	
• Feature Artist(s)	
• Writer/Composer(s)	
• Evidence of Rights	Agreement for use of samples and covers
• Music Genre	
• Lyric Sheet	Lyrics in Māori and English
• Song Demo	Attach demos for at least half of the proposed waiata
Platform/Audience	
Facebook Link and Followers	Artist and producer
Instagram Link and Followers	Artist and producer
Spotify Monthly Listeners	
Previous Airplay or Chart Success	Artist (and producer as producer, if applicable)
Awards, Notable Recognition	Artist (and producer as producer, if applicable)
Target Radio Stations	Stations you will pitch your feature songs to
KEY PERSONNEL	
Mātanga Reo	Also provide up to 5 projects they were credited for
Music Producer or Main 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
BUDGET	
Detailed budget, line by line	Eligible costs: Mātanga Reo, studio hire, audio engineer, music producer/director, musicians, mastering, publicity, photography, video director, cameras, lighting, editing, grading, graphics.
Additional Information	
Attachments(s)	Additional info you think will help your application.

Aromatawai

Assessment Criteria

Artist Experience (10%)

- Artist's experience and achievements in NZ's music environment.

Creative Proposal (60%)

- Reflects Māori ideals and ideas.
- Musical appeal.
- Quality of te reo Māori and its impression on the listener.
- Existing audience and potential to reach new audience.

Key Personnel (20%)

- Capability of applicant and key personnel to deliver professional outcome.

Budget (10%)

- Realistic and reasonable for proposed deliverables 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.