



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Tuarea

Album, EP, multi-song project

**Round:**

1 of 2

**RFP Date:**

28 August 2023

**Closing Date:**

22 September 2023

**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 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 \$200,000 (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 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 are on track for completion before June 30, 2024, are prioritised.

## Eligibility

Companies and Trusts, and any other legal organisation may apply. individuals (Sole Traders) who are GST registered may also apply.

## Ineligible

- Applicants registered as an Individual (Sole Trader) that are not GST registered
- Applicants with overdue music contracts
- Projects 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.

# Pukapuka Tono Application

ARTIST/PRODUCER EXPERIENCE	
<input type="checkbox"/> The artist has released a song to digital before. Platform link to song:_____	
<input type="checkbox"/> The artist has had a song playlisted by a NZ radio station before. Song, station(s):_____	
<input type="checkbox"/> The artist has a digital distribution agreement. Distributor:_____	
<input type="checkbox"/> The artist has received/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	
Total Number of Songs	
Tracklist	
For each song, provide:	
• Track Title	
• Feature Artist(s)	
• Writer/Composer(s)	
• Evidence of Rights (if required)	Agreement for use of samples and covers
• Music Genre	
• Lyric Sheet	Reo Māori lyrics required - draft acceptable. Also provide explainer or equivalent English lyric.
• Song Demos	Music and singing must be demonstrated
Artist Platform/Audience	
Facebook Link and Follower Numbers	
Instagram Link and Follower Numbers	
TikTok Link and Follower Numbers	
Spotify Artist Link and Monthly Listeners	
Previous Airplay or Chart Success	
Awards, Notable Recognition	
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 services, photography. Video related costs: Director, cameras, lighting, editing, grading, graphics. Admin/Artist - up to 10% of total funding.
<b>Additional Information</b>	
Attachments(s)	A full proposal or additional info you feel will help your application.

## Aromatawai Assessment Criteria

### Artist Experience (10%)

- Artist’s experience and achievements in NZ’s music environment

### Creative Proposal (60%)

- Theme - waiata are distinctly Māori in tone and character
- Command of te reo Māori - vocabulary, grammar, sentence structure, whakahua
- Lyrical craft - catchy, compelling, clever
- Musical appeal
- Evidence of artist having an existing audience
- Clear target market and plan 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

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 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.