

Application form  
**Live Connections**

Deadline 19.10.06

## What is Live Connections?

**Live Connections offers funding towards one-off live performances of electronic music.**

Through the scheme, PRSF aims to encourage performances that push boundaries. We will be looking for music that is artistically strong and can be described as innovative and at the cutting edge of its respective genre.

Furthermore we are looking for proposals that demonstrate innovation in the live presentation of the music, for instance in the use of unusual venues, a strong visual presentation or new methods of performing live.

These will be events that are out of the ordinary and would not normally be possible without funding. It is important that applicants to this scheme demonstrate as strongly as possible why this is true of their proposed performance.

For examples of previously funded projects, you are strongly advised to visit PRSF's website at [www.prsfoundation.co.uk/liveconnections](http://www.prsfoundation.co.uk/liveconnections)

## Who can apply?

**UK based acts (individuals or groups)** who are creating their own music and who have plans for a live performance of this music which will happen in 2007. Priority will be given to those performing music created especially for this performance, but the performance may also be of pre-existing material.

If the application is from an act, the application must demonstrate the involvement of a producer or promoter capable of staging and promoting this performance. The promoter of the event must be able to demonstrate that they have a track record in staging similar events and have experience of and are capable of attracting an audience.

The promotion of the event may be carried out by the artist/act (providing they are able to demonstrate a track record), but applications will not be accepted for self promoted events where the artist is an individual.

Applications will also be accepted from **promoters/producers** who are planning events that will showcase the music of a particular act. This could also be if the promoter/producer is intending to commission an artist/act to produce and perform a new piece of music or set. The scheme is strongly artist focused, but we recognise that the impetus for the planning and staging of an event can come from a producer or promoter.

Promoters involved in this application can still apply to the PRS Foundation for one of their other schemes.

Artists/promoters may only be involved in one Live Connections application per year.

If you are unsure about eligibility please call the Applications Department on **020 7306 4044** or email [info@prsfoundation.co.uk](mailto:info@prsfoundation.co.uk)

## What can you apply for?

You can apply for a contribution towards the costs of staging your planned event. Typical event costs may include, but are not limited to:

- paying musicians and other artists
- hiring a venue
- hiring equipment
- event infrastructure (security, door staff etc.)
- promotion and marketing

We are not able to fund the purchase of equipment, artists not resident in the UK nor performances outside the UK.

You may apply for up to £5,000 for the event. However, you should bear in mind that PRSF will only be able to fund a few projects at this level. To justify this level of funding your application must demonstrate that your plans strongly fulfil all of PRSF's priorities for the scheme. We will be expecting to see something pretty special if you intend to apply for this level of funding!

You are encouraged to seek other sources of income for your project beyond PRSF funding and income you generate yourself, e.g. ticket sales. Other sources could include sponsorship or applications to other funders. If the funding necessary to stage your event exceeds £5,000 you will need to show how you intend to raise this money.

The event must occur in 2007.

## How do you apply?

Follow the sections below, starting from 'Your application'.

Applications should be clear and concise, but remember this is your chance to really sell your project to us.

The description of your event, the music that will be played, and your rationale for staging the event are the most important parts of your application.

You should ensure that the budget is well presented and clear. Make sure you show realistic costs for the event. Your application will be seen by a panel of advisors who are experienced at staging events of this kind.

The music you submit is also extremely important, so make sure that it is the best example of your work, and also representative of the music that will be the focus of the event.

## Your application

Your total application should be no more than **9** sides of A4 paper.

Please submit **3 copies** of your application with ALL pages in the following format to help the processing of your application:

- **A4 standard weight paper (i.e no card or gloss finishes)**
- **Loose leaf (i.e. no staples)**
- **Single sided**
- **Portrait layout**
- **In black and white.**

THE 9 PAGES SHOULD CONSIST OF THE FOLLOWING:

## Contact details

The attached A4 form where you write your contact details and sign

## The event

Up to 3 sides of A4: details & rationale of the proposed event

This should include the following information:

### Details:

- name of the artist / act
- the venue / location of the performance
- the date / times of the performance
- any other performers taking part in the event
- the general format of the event

### Description:

Give a detailed description of the music and performance, including:

- the line-up (all people playing as part of the headline performance)
- what will be played, and how (instruments/equipment/etc)
- the writing/producing process behind the music and performance
- whether the music is specifically composed for this performance, or is pre-existing material
- details of the visual presentation of the performance

### Rationale:

Give a detailed rationale for:

- why you want to play live
- why you want to put on this event, using this venue/location
- why you feel it is particularly innovative and unusual
- why this is an event which you couldn't normally stage without funding

### Legacy:

Please tell us about any potential legacy of this event. This could include:

- any further performances of the work
- any broadcasts of the performance (radio/online/etc)
- recordings made for future release
- also address the question of how this event will benefit and develop you as an artist

## Promotion / marketing plan

### Up to 2 sides of A4: promotion and marketing of the event

Please provide details of who will be promoting the event.

This should include:

- name and contact details (including website)
- their track record in promoting live electronic events
- how they normally promote events
- who their regular audience is

Please also provide specific marketing plans for this event.

This should include:

- how this event will be promoted, e.g. flyers, posters, online and media interest
- where this event will be promoted
- who your target audience is
- the projected size of the audience

NB: Any marketing and promotion costs should show up in your budget

## The artist / CD

### 1 side of A4: artist biography/CV

This should include:

- a short biography of the artist
- the track record the artist has of playing live
- details of any commissions/releases by the artist
- any other relevant experience the artist has

**Please supply a CD containing at least 3 separate tracks.**

You should tell us on the application form which is the best track (as the panel may only be able to listen to one). The CD must be named with track listings, and playable on a standard CD player.

Please make sure the music you submit is representative of the music that will be the focus of the performance, or of the effect you are trying to create.

If you have a relevant DVD showing music / visuals you may include it with your application. This is optional however, and you must send in a CD regardless.

## Budget

### 1 side of A4: budget for the event

Please provide a clearly laid-out budget for the event.

Your budget should show, where relevant:

#### income:

- ticket sales (how many, price, etc)
- sponsorship (show if this is confirmed or not)
- any other funding (show if this is confirmed or not)
- any support from the venue or promoter
- income from merchandise
- any support in-kind
- the amount requested from PRSF

#### expenditure:

- venue hire
- performance fees/extra musicians/other artists (inc. visuals)
- equipment hire
- promotion and marketing (e.g. print and distribution costs)
- event infrastructure (security, door staff, etc.)
- any other costs

You should not be making a profit on this event, i.e. the budget should balance when including the request to PRSF.

Please give breakdowns of all costs as far as possible. Do not present large figures without telling us how you have calculated them.

You can not use any of the award for capital costs or equipment purchase, though you can use it towards the hire of equipment.

## Publicity

### Up to 1 side of A4: Examples of press and publicity

You can include any flyers or press cuttings for events (from within the past 2 years) that you have been involved with.

Please ensure that these are in the correct format, i.e. photocopied in black and white on to A4 paper.

**Do not send in loose flyers or posters.**

## Returning your application

Please note that the PRS Foundation can only accept applications by post. **All information must be forwarded at the same time.**

Applications must be received by **Thursday 19 October 2006** to:

Live Connections  
PRS Foundation  
29/33 Berners Street  
London W1T 3AB

#### **Not sure about anything?**

Call **020 7306 4044** or email [info@prsfoundation.co.uk](mailto:info@prsfoundation.co.uk)

## Contact details

Artist / Band Name \_\_\_\_\_

Contact Name\* \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Daytime tel. no. \_\_\_\_\_

Mobile no. \_\_\_\_\_

E-mail address \_\_\_\_\_

Website address: \_\_\_\_\_

***\*All correspondence will be forwarded to the person/address given***

Have you applied to the PRS Foundation before? (tick as appropriate)

Yes     No

### Your CD

I would like the panel to listen to track number.....

Entitled.....

**Is the artist a member of a collection society, e.g. PRS?**

Yes     No

If yes, please give their CAE number: \_\_\_\_\_

## Please sign here

**I the undersigned do declare to the best of my knowledge that the information disclosed in my application to PRSF is true and correct. I have read, understood and accept the PRSF's data protection notice**

Signed.....

Date.....

## Data protection

From time to time PRSF may hear about opportunities which might be of interest to our applicants. If you would like your details passed on to other relevant organisations please tick this box:

The PRS Foundation will use all the information supplied for the administration of your application and other related purposes. We may disclose your information to the MCPS-PRS Alliance and other companies within the Alliance, our agents and service providers for this purpose. We may contact you by mail, telephone, fax or e-mail in connection with your application. If you have provided us with personal data you explicitly consent to our processing this data where this is necessary for the purposes described above.

## Checklist

### Have you included?

- Completed application form (this sheet!)
- Details of your event (up to three sheets)
- Marketing plan / promotion (up to two sheets)
- Artist's bio or CV (one sheet)
- Budget for the event (one sheet)
- Examples of press and publicity (one sheet)
- A CD of most recent work (with track listings)