

## **Pop-Scholarships for the Stuttgart Region 2023 Eligibility Requirements**

### **1. Pop-Büro Production Scholarships 2023**

- (1) In 2023, the Pop-Büro Stuttgart Region will award a total of five production grants in the amount of 5,000 euros each and two honorable mentions in the amount of 2,000 euros. These grants may be used for the production of music albums or formats of comparable artistic relevance and scope.
- (2) The call for applications is intended for artists from Stuttgart and the Stuttgart Region who are active in the field of pop music.
- (3) The Pop-Scholarships Stuttgart are sponsored by the City of Stuttgart (Department of Culture), the Wirtschaftsförderung Region Stuttgart GmbH and the Stuttgarter Jugendhaus gGmbH.
- (4) The application deadline for the Pop Scholarship is January 15, 2023.

### **2. What are Pop-Scholarships?**

- (1) The production, replication and distribution of new EPs or albums present pop musicians with major financial and logistical challenges. In pop music in particular, these releases are an essential part of creating the basis for live performances and for wider career advancement opportunities.
- (2) Supporting pop musicians in a meaningful way therefore means supporting them in the production and publication of their creative work.
- (3) The pop-scholarships are intended to support ambitious and elaborate musical productions from all genres of pop music that are intended for publication (in analog, digital or even video formats). Production of music videos may also be funded.
- (4) Grants can be awarded to individual musicians as well as to bands.
- (5) The scholarships are primarily intended to support musicians who are not yet well-established.
- (6) The awarding of scholarships for projects within the framework of a study program or for projects that are related to academic or study courses is excluded.
- (7) An appointed jury decides on the awards. Part of the jury are Walter Ercolino (Pop-Büro Region Stuttgart), Weiny Fitui (Kunstverein Wagenhalle), Arne Hübner (Kulturzentrum Merlin),

Katharina Löthe (Kulturamt, Stadt Stuttgart), Maren Weber (Kulturzentrum Dieselstrasse) and Chiara Pomari (freelance cultural mediator and DJ).

(8) After receiving the scholarship, the scholarship holders will acknowledge the scholarship in the context of the publication of the production as well as independently of the publication.

(9) After completion of the work made possible by the scholarship, the scholarship holders submit a written report and proof of production to the Pop-Büro Region Stuttgart (e.g. by presenting the sound storage media or the download link to the recording).

(10) The scholarship holders allow the Pop-Büro Region Stuttgart to use the projects created by the Pop-Scholarships for marketing strategies of the pop-scholarships.

### **3. Who can apply for a pop-scholarship?**

(1) Musicians and bands from the field of pop music who reside in Stuttgart or the Stuttgart Region and whose work is based in Stuttgart or the Stuttgart Region are eligible to apply. The Stuttgart Region includes, in addition to the city of Stuttgart, the districts of Böblingen, Esslingen, Göppingen, Ludwigsburg and the Rems-Murr district.

(2) The application can only be submitted by the musicians themselves, not by third parties such as a label.

### **4. What will be funded?**

All costs incurred in connection to the production are eligible for funding. This includes, for example, rent for rehearsal rooms, fees for musicians or personnel services incurred in direct connection to the production (as long as they are in reasonable proportion to the rest of the production), the production of the sound media itself as well as for promotion and marketing, including release concerts.

### **5. How can I apply for the pop-scholarship?**

- Fully completed application form
- Calculation of the project (all expenses and income that are planned in connection to the production).
- Concrete description of the project and the marketing strategies as well as a description of the significance of the publication for the artistic career (max. 5,000 characters without spaces).
- Bio and discographical information of the musician(s) or band - Audio samples (as links e.g. YouTube, Soundcloud, Spotify or via Dropbox or WeTransfer - please make sure that these links will remain available until the application deadline).

All documents, summarized in one PDF, have to be received by the Pop Office Stuttgart Region via email at [pop-stipendium@region-stuttgart.de](mailto:pop-stipendium@region-stuttgart.de) no later than Sunday, January 15, 2023 at 11:59 pm. The PDF must not exceed a total size of 5 MB and must be named as follows: Surname\_project title or Surname\_artist name.

## **6. What is the amount of funding?**

The funding amount per scholarship is 5000,- Euro.

## **7. What is the funding period?**

The production activities must take place in the funding period (March 1 to October 31, 2023) and at least significant parts of the production should be published in the funding year. It is important that the production is completed in the funding period and that the publication is part of the publication-and-marketing strategy described in the application.

## **8. How extensive and detailed does the description of the project and marketing strategy have to be?**

(1) The more concrete the better. The individual steps of the project must be clearly identifiable and comprehensible. Clearly describe the individual production and subsequent marketing stages.

(2) A possible roadmap could include the following:

- > When will the production take place
- > When is the album release
- > When will singles be released, if applicable
- > On which platform will be released (Spotify etc.)
- > When does the marketing strategy start, what does it contain (the more precise the better).