POP—BÜRO
REGION STUTTGART

STUTTGART

Pop-Scholarships for the Stuttgart Region 2027
Eligibility Requirements

1. WRS | Pop-Büro Production Scholarships 2027

(1) In 2027, the Wirtschaftsförderung Region Stuttgart GmbH | Pop-Büro Region Stuttgart will award seven production grants in the amount of 5.000 euros each and two honorable mentions of €2,000 each subject to change and depending on available budget funds. 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 and have their main residence and focus of work in Stuttgart and the region. In the case of bands, at least two thirds of the band members must have their main residence in Stuttgart or the Stuttgart region.

(3) The WRS | Pop-Büro Pop-Scholarships Stuttgart are sponsored by the City of Stuttgart (Department of Culture) and the Stuttgarter Jugendhaus gGmbH.

(4) The application period for the 2027 Pop Scholarships begins on November 16 2026 and ends on December 14, 2026, at 8:00 p.m.

Unless expressly stated otherwise, the following terms and conditions apply equally to the production grants and the honorable mentions.

2. What are WRS | Pop-Büro 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. The jury consists of Julius Scheuermann (Department of Culture, City of Stuttgart), Weiny Fitui (Kunstverein Wagenhalle), Arne Hübner (Kulturzentrum Merlin), Liv Korth (STUGGI.TV & board member of Hotel Central e.V.) and Ildikó Fillies (musician).

(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 Wirtschaftsförderung Region Stuttgart GmbH | Pop-Büro Region Stuttgart via the digital application portal.

(10) The scholarship holders allow the der Wirtschaftsförderung Region Stuttgart GmbH and 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 WRS | Pop-Büro pop-scholarship?

(1) Musicians and bands from the field of pop music who primary reside in Stuttgart or the Stuttgart Region at the time of application and during the funding period and whose work is based in Stuttgart or the Stuttgart Region are eligible to apply. In the case of bands, at least two thirds of the band members must have their main residence in the Stuttgart region. 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?

(1) 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.

(2) Purchases can be funded up to a maximum of 25% of the funding amount if they are directly required for the completion of the production.

5. How can I apply for the WRS | Pop-Büro pop-scholarship?

Applications must be submitted exclusively via our digital application portal between November 16, 2026 and December 14, 2026, at 8:00 p.m. and must include the following:

- Short description (maximum 2,000 characters including spaces)
- Financing plan (all planned expenses and income relating to the production)
- Communication activities: maximum 1,000 characters including spaces
- Release and marketing strategy: maximum 1,000 characters including spaces
- Significance of the release for the artist's career: maximum 1,000 characters including spaces
- Biographical and discographical information about the participating musicians or the band/ensemble
- Audio samples (as links, e.g. via Dropbox/WeTransfer—please ensure that the links remain available until the application deadline)

All documents must be submitted via our digital application portal by Monday, December 14, 2026, at 8:00 p.m. at the latest.

6. What is the amount of funding?

The funding amount per scholarship is 5.000 Euro. The funding amount per honorable mention is 2.000 Euro.

7. What is the funding period?

The production activities must take place in the funding period (January 15 to October 31, 2027) and at least significant parts of the production should be published in the funding year. It is important that the production is completed within the funding period and that the release forms part of the communication activities and the release and marketing strategy described in the application.