



LIVE MUSIC DISTRICT
OPEN CALL

**FOR 2024 MUSIC EVENTS
PARTNERSHIP**

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Deadline Date: 18 Feb. 2024 | 4 PM

music 



LIVE MUSIC DISTRICT

Guidelines & Procedures

OPEN CALL FOR 2024 MUSIC EVENTS PARTNERSHIP

COMPANY BACKGROUND

The Trinidad and Tobago Music Company Limited (MusicTT) is a subsidiary of the Trinidad and Tobago Creative Industries Company Limited (CreativeTT) which is a wholly owned state enterprise established by the Government of Trinidad and Tobago through the Ministry of Trade and Industry. MusicTT's mandate is to stimulate and facilitate business development and export activity in an effort to develop the music ecosystem.

ABOUT THE 'LIVE MUSIC DISTRICT'

MusicTT's Live Music District was established in 2018 and identified as the City of Port Spain. The Live Music District is a means for local artistes to earn revenue from performing while creating a vibrant music scene in a particular city or strip. It also seeks to benefit venues through revenue generation and expansion of clientele, via the integration of music in its operations. In November 2019, Port of Spain was designated a UNESCO City of Music as part of the UNESCO Creative Cities Network (UCCN).

SPECIFICATIONS – LMD OPEN CALL

MusicTT is desirous of partnering with eligible Event Producers, Event Managers, and Promoters of **live music events** featuring **musical acts** at venues across Trinidad and Tobago during the period **1st March 2024 to 1st June 2024**; whereby MusicTT will provide a subsidy of **\$800** Trinidad and Tobago dollars (TTD) **per singer/musician/DJ** booked to perform at the event up to a **maximum of 25 performers i.e., \$20,000 TTD**.

Applications can be for one (1) stand-alone event or up to three (3) events in a series. Examples of series-type projects include: a restaurant that has entertainment every last Friday for 2 months or a 2-part artist showcase at a venue featuring different acts each day.

WHO CAN APPLY?

MusicTT invites micro-sponsorship applications from eligible stakeholders:

- **Event Producers**
- **Event Managers**
- **Event promoters**
- **Artistes/ or their Management Teams**



ELIGIBILITY REQUIREMENTS

- Live music events taking place at various venues across Trinidad and Tobago during the period **1st March 2024 to 1st June 2024** are eligible to apply.
 - a. Stand-Alone Event – A single event which occurs on one specific
 - b. Event Series – 2-3 Events that are executed at a designated venue whether once per week or once per month (this is more applicable to restaurants/hotels/bars that have live entertainment sporadically or for Event Producers that have musical showcases at venues across T&T)
- Performers being hired must be citizens or legal residents of Trinidad and Tobago.
- Applicants must be legally registered entities ie Sole Trader, LLC, NGO etc... As a legally registered entity, please note that payments will only be made to the registered entity's bank account and NOT to your personal account.
- Applicants and proposed performers must be registered on the AMPT [Music Industry Directory](#) before the event occurs.
- All Applicants must create a profile on the [Office of Procurement Regulations \(OPR\) Depository](#). You are required to provide your registrant number.
- "Performers" constitute: musicians (whether backline or featured), artistes (whether backups or featured) and DJs.

Applications from CreativeTT and its subsidiaries': employees, Members of the Board of Directors and their immediate relatives will not be considered.

HOW TO APPLY

Process

1. **Review** all eligibility requirements above
2. **Submit** your completed application. All applications must include the following:
 - a. Access application form [here](#).
 - b. Performer's Information spreadsheet can be accessed [here](#).
 - c. Licenses (e.g., COTT, EMA, Fire, Police) (Where applicable)
 - i. *If this is applicable to you but the license is unavailable at the time of the application, please indicate this in writing, and your commitment to provide same closer to the event.*
3. Completed application must be submitted at a minimum of **10 days prior** to the event date.
 - a. *As such, if your event date is the 1st March, your application should be in no later than 18th February.*

Deadline:

Submissions close at 4PM on 18th February, 2024. During this time, the applications will be reviewed and approved on a **first come – first serve basis**. Please note that only those applications that have been approved will be contacted.



Please upload **ALL documents in PDF format only** unless otherwise specified.

Submissions carry time-stamps. Please be advised that late submissions will **NOT** be considered under any circumstance.

Limitations

- Funding will be dispersed **within 90 days after the event** pending event report completion (The format for this will be sent to successful applicants).
- Event or series proposed will be limited to a **maximum of 25 performers** who can be subsidized. (NB: *If a series event has 3 parts with a total of 30 performers, only 25 can be subsidized*).
- Separate and apart from the MusicTT sponsorship awarded, the beneficiary is responsible for covering all other costs associated to successfully executing the event.
- MusicTT is not legally bound to accept any proposal.
- Any and all costs incurred by the Applicant associated with the preparation of responses and/or participation in this Open Call is entirely the responsibility of the applicant and shall not be chargeable in any manner to MusicTT.
- This call is open only to Trinidad and Tobago nationals or residents and legally registered companies in Trinidad and Tobago.
- Awards will be disbursed in Trinidad and Tobago dollars (TTD) only.
- Completed application must be submitted at a minimum of **10 days prior** to the event date
- The Applicant is responsible for all licenses, fees and clearances with respect to the event.

Expectations

- Flyers must bear the Live Music District logo which will be sent upon application approval.
- Event Producer must collect LMD flags at MusicTT's office – 47 Long Circular Road, St James, to be displayed at the event and must be returned the day after the event. If there is no room for flags because of restrictive venue or other major sponsors, MusicTT expects that event hosts/MC will make mention: “Thanks in part to MusicTT through the Live Music District” or any other variation is acceptable.
- MusicTT must be given 4 complimentary sponsors tickets
- Provide an invoice for the specified amount within 2 days after award confirmation.
- Provide a confirmed Listing of Performers 7 days prior to each event
- Provide a Post Event Report at the end of the event inclusive of 5 photos due 14 days after the event date. Persons executing series type events are required to submit a Post Event Report at the end of each event in the series inclusive of 5 photos due 14 days after the event date.
- Include LMD brand logo as a sponsor event flyer and identify as a sponsor in event communications. Social media posts must incorporate the tags @musicoftt, #LMDtt and #musicoftt



MusicTT Agrees To:

- Promote the event via the following channels:
 - Facebook,
 - Instagram,
 - Newsletter,
 - MusicTT's Website,
 - and share to other Government Ministries.
- Promote the event through the paid promotion of our AMPT Calendar of events on the MusicTT website.

**Trinidad & Tobago Music Company Limited (MusicTT)
47 Long Circular Road
St. James
Trinidad**

Website: www.musictt.co.tt
Questions/Queries can be sent to: info@musictt.gov.tt