



The Performing Arts  
Network of New Zealand

## 2021 Application Guidelines

# PANNZ Arts Market 2021 Pitch Applications

Applications to pitch at PANNZ Arts Market 2021 are open from 9am 19 October 2020. If you're considering submitting an application for the PANNZ Arts Market, then please take a moment to read through this guide first. Applications close at 5pm, Friday 6 November 2020.

**Please do not leave applying to the last minute as late applications cannot be accepted.** If you have any questions – get in touch ahead of time and we can help.

For general enquiries, please email [lesleyanne@pannz.org.nz](mailto:lesleyanne@pannz.org.nz)

**Please note:** Due to postponed touring from 2020, there will be no Expressions of Interest received to tour with Tour-Makers in 2021, but we look forward to continuing conversations about touring in 2022.

For any questions please contact [lesleyanne@pannz.org.nz](mailto:lesleyanne@pannz.org.nz)

# PANNZ Arts Market Overview

PANNZ core objectives are to promote and encourage a sustainable performing arts touring network, and to facilitate and develop communications networks within the professional performing arts community in Aotearoa New Zealand. As the sole marketplace for performing arts in NZ, the PANNZ Arts Market is integral to supporting the industry. The PANNZ Arts Market also plays a key role in supporting international opportunities for New Zealand work.

With ongoing uncertainty around alert levels, looking towards 2021, our top priority is still bringing people together to showcase great work, and we are getting a little creative with how we do that. The 2021 PANNZ Arts Market is therefore adapting to a hybrid format - a digital market and an in person two-day event.

## Digital Arts Market

We are moving to a new platform which will power the artist application and delegate registration process as well as the digital market sessions for the 2021 PANNZ Arts Market. The digital event will take place 22-26 February 2021. This will include pitches, short showcases and new for this year, elevator pitches.

## In Person Arts Market

A two-day in person event (alert level dependent) will be held in Auckland, on 4-5 March 2021, timed for the opening of the Auckland Arts Festival. This event will have a focus on networking and panel discussions, and allow further discussion between artists and presenters, face to face. The full programme is currently being developed, and we will have more announcements to follow.

## Fees

### Digital Arts Market

There are no fees for independent artists/producers to submit an application, or to present at the digital Arts Market.

### In Person Arts Market

If you would like to attend the in person PANNZ Arts Market from 4-5 March 2021, there will be a fee (Please note: we are working on making this a very affordable option for all artists).

Delegate registrations open

**Monday 7 December 2020.**

## There will be fewer pitches, but deeper engagement opportunities

There will be fewer pitches, but presenters will come away with a more in-depth understanding of your work. By going digital there is the potential for more presenters to see your work and meet you as the creator or producer of the work.

## Aligning opportunities through a curatorial approach

We will be bringing together an industry based panel to curate a programme of works that align with national and international presenters. The programme will facilitate opportunities for engagement between presenters and artists that have expressed a desire for a future relationships. There will be a focus on diversity of art form and developing relationships for Māori and Pasifika artists and presenters.

## Increased international opportunities

We will be inviting even more international presenters this year to our online format and creating a programme that sees a high level of engagement between artists/producers and our international guests.

# PANNZ Digital Arts Market 2021

## Presentation Opportunities

You may choose one or more of the following presentation opportunities for your show, however please refer to the PANNZ Presentation options guide below to clarify which opportunity might be the best fit for the stage your show is at.

If you are applying to pitch/showcase multiple works you will be required to complete one application form per work. Please ensure that you provide the same email address for all applications submitted as this will help us link these works to your producer profile.

- Elevator pitches
- Online pitches
- Online short showcases

**Please note:** There will be no full-length showcase spots available for the 2021 Arts Market. However, we are accepting full length show videos, which will be available to view via the platform. These will be curated by the PANNZ panel, and available for delegates to view on request, password protected. We will advise you when a request to view your work has been made.

## PANNZ Presentation Options Guide

Category	Elevator Pitch	Pitches	Short Showcases
An idea	●		
In Development	●	●	
Ready to Premiere	●	●	●
Tour Ready (work which has premiered)	●	●	●

Session Type	Length / Scheduling	Description / Format
<p><b>Elevator Pitches</b></p> <p><b>Please note:</b> There will be up to 20 elevator pitches included in the 2021 PANNZ Arts Market</p>	<p>Each elevator pitch will be self-recorded, and last no longer than 1 minute.</p>	<p><b>Your elevator pitch can be either;</b></p> <p>a brief, persuasive pre-recorded promo video used to spark interest in an idea, or pitch either a work in development or a work which is ready for presentation.</p> <p><b>Or;</b></p> <p>an opportunity to offer some blue sky thinking about an idea for a new way of working within the industry, to inspire and challenge fellow delegates, and spark ongoing creative conversation.</p> <p>Elevator pitches will be spotlighted throughout the week of the digital PANNZ Arts Market. These will be curated at the discretion of PANNZ.</p> <p>If artists/producers are not successful in being selected for an online pitch/showcase they may be invited to present an elevator pitch.</p> <p>Elevator pitch videos must be received by <b>Friday 22 January 2021</b></p>
<p><b>Pitches</b></p> <p><b>Please note:</b> There will be 25 opportunities to present pitches at the 2021 PANNZ Arts Market</p>	<p><b>Online presentations</b> (total time per artist is up to 10 minutes, which includes video content and pitch presentation).</p> <p>Artists/producers will be notified of their day and time slot by <b>end of January 2021.</b></p> <p>Each pitch session will be hosted by a PANNZ MC. Each pitch block will have a maximum of 5 artists, and at the end of each block there will be a 30-minute opportunity for questions from delegates to the artists/producers in a live forum.</p>	<ol style="list-style-type: none"> <li>1. Introduction to artists by a PANNZ MC – live</li> <li>2. Pre-recorded Video or Powerpoint pitch presentation (up to 2 minutes)</li> <li>3. Artist pitch presentation – live (up to 5 minutes)</li> </ol> <p><b>T and Cs:</b></p> <ul style="list-style-type: none"> <li>• Pre-recorded videos and Powerpoint presentations must be supplied by <b>Friday 22 January 2021</b></li> <li>• Successful applicants must attend a 'how to pitch online' PANNZ hui to understand the format, and to ask any questions (<b>either Thursday 3 or Friday 4 December 2020</b>).</li> </ul>

Session Type	Length / Scheduling	Description / Format
<p><b>Short Showcases</b></p> <p><b>Please note:</b> There will be 12 opportunities to present a Short Showcase at the 2021 PANNZ Arts Market</p>	<p>Online short showcases will have an increased level of investment from PANNZ for the 2021 market. We will work with each artist/company to create a short doco video that will be played during their showcase slot. This footage will be available to the artist/company to use in any way they choose following the market.</p> <p>It is intended that online showcases will be for shows which will have an international, as well as a national focus for presentation or collaborations.</p> <p>Artists/producers will be notified of their day and time slot by <b>end of January 2021</b>.</p> <p><b>Please note:</b> More details may be requested around your international strategy, plans and networks in order to make a final decision.</p> <p>Each short showcase session will be hosted by a PANNZ MC.</p> <p>Following the presentation, the PANNZ MC will facilitate multiple breakout rooms between the artist/producers and delegates in order for delegates to ask questions to the artists directly live.</p> <p>Delegates will have the opportunity to attend two breakout rooms during this session.</p>	<ol style="list-style-type: none"> <li>1. Introduction to artists by a PANNZ MC – live</li> <li>2. Pre-recorded performance element, show excerpt or trailer (3-5 minutes)</li> <li>3. Pre-recorded short doco video, featuring the artist/company in conversation with a PANNZ facilitator in consultation with the artist/producer and funded by PANNZ (3-5 minutes)</li> </ol> <p><b>Please note:</b> More details of this will be discussed with successful applicants.</p> <p><b>T and Cs</b></p> <ul style="list-style-type: none"> <li>• Pre-recorded trailers or show excerpts must be supplied by <b>Friday 22 January 2021</b></li> <li>• Successful applicants must attend a 'how to pitch online' PANNZ hui to understand the format, and to ask any questions (<b>either Thursday 3 or Friday 4 December 2020</b>).</li> </ul>

# Key Dates

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<b>Monday 19 October 2020</b>	Applications for the 2021 PANNZ Arts Market open at 9am Join the PANNZ team for an application information hui with Q and A about the PANNZ 2021 Arts Market at 11am Click <a href="#">here</a> to join Zoom session
<b>Friday 6 November 2020</b>	Applications to pitch at PANNZ Arts Market 2021 close, 5pm
<b>Week of 23 November 2020</b>	<b>Applicants notified of outcome of their application, and advised of ongoing process</b>
<b>Monday 30 November 2020</b>	Successful applicants to return signed MOU document as acceptance and confirmation of attendance at PANNZ hui below
<b>Thursday 3 and Friday 4 December 2020</b>	Successful applicants join us for a 'how to pitch online' hui and Q and A session with the PANNZ team to discuss the Arts Market, with emphasis on the digital arts market. You can choose to attend on either Thursday 3 or Friday 4 December 2020
<b>Monday 7 December 2020</b>	Delegate registrations to attend PANNZ Arts Market 2021 open
<b>Friday 22 January 2021</b>	Final presentations submitted to PANNZ (video or Powerpoint content) for digital Arts Market - pitches, short showcases and elevator pitches by Artists/Producers
<b>Monday 22 – Friday 26 February 2021</b>	PANNZ Digital Arts Market 2021
<b>Thursday 4 and Friday 5 March 2021</b>	PANNZ In Person Arts Market 2021

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# Application Process

## Terms and Conditions

I/we understand that there are no fees for applying to present or if selected to pitch, however if I/we am/are offered a slot at PANNZ Arts Market 2021, I/we will adhere to the strict deadlines as outlined below for materials and will attend the PANNZ Arts Market hui sessions offered.

**Below is a list of information that you can include on the platform about your production.**

**Important: You should be as detailed as possible. This is the information that the selection panel will use when assessing your application and its readiness to be presented. If any questions do not apply, please answer N/A.**

## Contact Information

This is for your producer profile which will be set up on the platform so that presenters and delegates know who the best person to get in contact is regarding the production. Please name any companies/organisations involved in the show, with preferred billing. You can edit this information at any time. Delegates will not be able to see your mobile number. Only admins of the site can see this information.

## General Information

**This is key information that will form your production profile.**

It includes a short bio of your company or organisation, the title of your production, the art form you consider your work to represent, including any cross-disciplines, a brief synopsis of the show (including duration, and subject matter guidance) and the creative team and crew involved.

## Tour-Ready

If your production is tour-ready (works that have already had a premiere season), we would like to know how many people are included in the tour party. This will assist presenters in understanding quickly the costs in terms of travel, accommodation, per diems etc. to align with their budgets and programming. It is critical this information is as accurate as possible.

## Any Previous Seasons

If your production has had a previous season(s) please list these. This will assist in any advocacy of the work to presenters.

# Marketing Information

**Information for a presenter to best market the production.**

## Hero Image

A hero image is used in marketing and publicity. It is the main image used across your marketing collateral to connect audiences to your show. Please upload a high-res file up to 5MB in size.

## Production Photos

Production photos can be from previous seasons of the show, or in rehearsal/ development. They could also be other marketing images aside from the hero image, that tell a story about your show. Please upload up to 4 high-res images as separate files up to 5 MB in size.

## Review Quotes

Pull quotes from previous reviews or audience response, or links to full reviews.

## Organisation/Company Logo

Company or organisation logos associated with the show, if you have them. Please upload up to 4 high-res images as separate files up to 5MB in size.

## Video Links

Please link to either a trailer, short excerpt, or full length recording of the show. We can only accept YouTube or Vimeo links videos for the trailer or short excerpt, that aren't password protected. Please provide passwords only for access to full length show recordings.

## Technical Rider

If you have a current technical rider, please upload it as a file.

Again, this will assist presenters and their teams to determine quickly the scale of your production, and what is required to present your production at a venue and if this will fit their venue, programming and budget. It is critical that information supplied is as accurate as possible.

Should you not have a technical rider, it is advisable to supply as much information about the show as you know and advise that further scoping is required to realise the technical rider.

For new works yet to be realised to stage, this will not be feasible, so again as much information you can supply as to how you will envisage the work will be helpful to presenters.

## Permissions

By checking the box at the end of the application form, you agree that the information you submit will be available to other delegates via PANNZ Arts Market platform.

You also agree that any media you supply may be recorded and distributed via the platform during and after the PANNZ Arts Market, along with any online events you participate in (via Zoom, for example) that take place over the course of the PANNZ Arts Market. This will be for the purpose of advocating the work for presentation opportunities and will be available to registered 2021 PANNZ Arts Market delegates, which will be available on the platform for up to one year.

**Please note:** While your information and media will be available during and after the market, you are able to log on to the PANNZ Arts Market platform at any time and edit, update or delete your profile and any other information you have provided.

## Submitting Your Application

If you want to save and revisit your application at a later date/time please click the submit button at the end of the application form. You will then receive an email providing you with a link that will give you access to edit your application. Please note, we will not be viewing applications until after the closing date. Any information you provide until that date is confidential and will be treated as a draft.

# PANNZ Arts Market Eligibility Criteria

**Applicants must meet the following criteria to be considered for pitching or showcasing at the PANNZ Arts Market**

- **Be a New Zealand production, produced in New Zealand\***
- **Must adhere to agreement deadlines for material and/or technical plans as required**

\*Note: New Zealand productions may be an adaptation or version of an international work but must be produced in New Zealand by a New Zealand-based company and engaging predominantly New Zealand-based artists.

# Panel Assessment Guidelines

- The production is of high quality
- The technical specifications are accurate and achievable
- The Producer or organisation has a track record of successfully pitching, producing and/or touring productions
- Preference given to shows that have not previously pitched or showcased, other than in the following instance



- Previously pitched, and premiered, can be showcased for the purpose of international opportunities (a strong case of either supplying an international strategy, plan or networks will be required to be considered).
- The marketing collateral (effective marketable imagery, video content etc will support your application to be stronger).
- There is value in presenting this production in New Zealand or internationally e.g. culturally unique, diversity, important New Zealand story, innovative production, educational value, only opportunity
- The production shows potential presenter demand in New Zealand or internationally

### **Online Showcase applications will be assessed for:**

- International touring goals and capability (if successful for an online Showcase, you will be contacted to provide an International Strategy if available)

## Recommended

It is strongly advised that all artists/producers who are pitching or showcasing during the digital Arts Market

- also attend both days of the in person PANNZ Arts Market to meet and build relationships with Presenters.
- Take up the opportunity to attend one of two 'how to pitch online' and Q and A PANNZ hui on Thursday 3 or Friday 4 December 2020 to ensure your pitch is the best it can be.
- Supply as much information as possible on the platform. Your application may be at a disadvantage if there is important information missing.

For more information about applying to the 2021 PANNZ Arts Market please join our **application information PANNZ hui on Monday 19 October 2020 at 11am**. Click [here](#) to join the Zoom session.

## Have questions?

Please email us at:

[lesleyanne@pannz.org.nz](mailto:lesleyanne@pannz.org.nz) at any time if you have a question.

Our Kaiārahi Māori is able to assist with any specific queries from Māori arts practitioners and companies.

Contact Dolina at [dolina@pannz.org.nz](mailto:dolina@pannz.org.nz)