



The Performing Arts Network of New Zealand

Application Guidelines 2024

PANNZ
Arts Market
2024

Applications to pitch and showcase at the PANNZ Arts Market 2024 **open at 10am, Monday 4 September 2023 and close at midnight, Sunday 1 October 2023.**

Please apply as early as possible, as late applications will not be accepted.

Before submitting an application for the PANNZ Arts Market, please read through this guide.

Need help? Please email us at: info@pannz.org.nz if you have a question or need assistance with your application.

Our Kaiārahi Māori is able to assist any Māori arts practitioners and companies. Please email Dolina at dolina@pannz.org.nz

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PANNZ Arts Market Overview

PANNZ core objectives are to promote and encourage a sustainable performing arts touring network, and to facilitate and develop networks within the professional performing arts community in Aotearoa New Zealand. As the sole marketplace for performing arts in New Zealand, 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.

During the Arts Market international delegates from the global performing arts community will attend to watch showcases, meet artists and makers, attend networking events, and share knowledge from their parts of the world.

After three years of hybrid and digital events, the PANNZ Arts Market 2024 will see a return to showcases and pitches happening live and in person over three days in Auckland, as we continue to build on having artists and their work at the centre of what we do.

The PANNZ Arts Market Digital Platform has proven to be an excellent resource. In 2024, we will utilise the Digital Platform throughout the year as an extension of the Market. It will provide delegates with ongoing resources and ways to connect with each others' work.

Arts Market Event

All three days of the Arts Market 2024 will be held in person in Auckland, from Monday 4 - Wednesday 6 March.

All pitches, showcases and development showings will be presented or screened in-person across the three days. In addition, there will be opportunities for one-to-one meetings, and group networking with artists, producers, presenters and industry leaders from across the performing arts sector.

The Arts Market will feature panel discussions and keynote speeches from arts makers and presenters on a range of themes.

Arts Market Digital Platform

We are partnering again with Arts Front to host artist applications and delegate registrations via the Digital Platform.

All pitching and showcasing artists will generate profiles of their work on the platform with rich content (including options for photography, trailers and full-length videos of work). All other delegates will have the option to create profiles with details of their works or creative practice.

Please note: It is important that **you have the rights to the music, recording and any material you may wish to use**, which will sit on the platform (for more details see the terms and conditions on pages 5-7).

EoI Fees and Market Registration Fees

EoI Fees

There is no cost to apply. If your pitch or showcase is selected there will be a fee for registering to attend the market (see below).

PANNZ Arts Market 2024 Registration Fees

For 2024, when you register to attend the Market the fee covers all three days.

There will be no reduction in the fee if you choose to attend only part of the three-day event.

Should the Arts Market not be able to go ahead, there will be no refund, as we will deliver this at another time of year.

It is highly recommended that pitching and showcasing artists register and attend all three days of the Market to maximise their opportunity to connect with the industry and promote their work. Those artists who choose to engage are the ones whose works result in the highest number of their shows being programmed by presenters from around New Zealand and internationally.

All successful pitching and showcasing artists will automatically receive full access to the Arts Market Digital Platform, regardless of whether or not they register to attend the Market in-person.

FULL IN-PERSON MARKET ACCESS: (includes Arts Market Digital Platform)

Independent Artist/Producer^ \$105+GST
All other delegates \$695+GST

Please note: If pricing is a barrier please contact info@pannz.org.nz

Delegate Registrations for the PANNZ Arts Market 2024 will open Monday 27 November 2023.

PANNZ Arts Market 2024 Presentation Opportunities

- **One-Minute Pitches**
- **Five-Minute Pitches**
- **Development Showings**
- **Full-Length Showcases**

You may choose one or more of the presentation opportunities for your work. However, please refer to the PANNZ Presentation Options Guide on page 3 to clarify which opportunity is best-suited to the current development stage of your work.

If you are applying to pitch/showcase multiple works you will be required to complete one application per work.

Provide the same email address for all applications submitted as this will ensure we link these works to your Arts Market Digital Platform profile.

If you presented at the PANNZ Arts Market 2023 and have a profile already created for you on the Arts Market Digital Platform, please use the same email address you used last time. (This is so we can bring your profile over from 2023.)

Please note:

- The person applying for the pitch/showcase opportunity should be the main point of contact for the work/s.
- Profiles created on the Arts Market Digital Platform must be for individuals, not multiple collaborators or organisations.
- Once registrations are open, there will be an opportunity for you to link other collaborators to the work/s.

In addition to your pitch/showcase: You may submit 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.

^ **Eligibility:** Independent artists and producers who are not employed/contracted by companies that receive Investment Funding from CNZ under the Toi Tōtara Haemata and Toi Uru Kahikatea programmes.

PANNZ Presentation Options Guide

Category	One-Minute Pitches	Five-Minute Pitches	Development Showings	Full-Length Showcases
An idea	●		●	
In Development	●	●	●	
Ready to Premiere	●	●	●	
Tour Ready (work which has premiered)	●	●		●

Session Type	Description / Format
<p>One-Minute Pitches (Up to 15 spots available)</p> <p>If artists/producers are not successful in being selected for a Five-Minute Pitch, Full-Length Showcase or Development Showing, they may be invited to present a One-Minute Pitch.</p>	<p>Each One-Minute Pitch will be a self-recorded video, and last no longer than one minute. It should be used to spark interest in an idea, or a pitch of either a work in development or a work which is ready for presentation.</p> <p>One-Minute Pitches will be spotlighted during the three-day Market. These will be curated at the discretion of PANNZ.</p> <p>Pitch videos must be supplied by Friday 2 February 2024</p> <p><i>Any video longer than one minute may result in it not being included in the Market.</i></p>
<p>Five-Minute Pitches (Up to 20 spots available)</p>	<p>The Five-Minute Pitches will happen live on-stage.</p> <p>Each pitch is up to a maximum of five minutes, and can include pre-recorded video content played from the stage during the pitch. Following a series of Five-Minute Pitches, pitching artists will join in a group panel discussion centred on their works.</p> <p>Any pre-recorded videos must be supplied by Friday 2 February 2024</p>

Session Type	Description / Format
<p>Development Showings (Up to 3 spots available)</p>	<p>Up to three Development Showings will be programmed across each morning of the Arts Market.</p> <p>Artists/Producers are invited to show 'work in progress' to delegates. This could be in the form of a table reading, an open rehearsal, a workshop, performance excerpts, or similar.</p> <p>These sessions may take place in a 'black box' space provided by PANNZ or at an alternative location in consultation with PANNZ. Development Showings are intended to be 'pared back' with minimal technical and set requirements. Artists/Producers are expected to cover their own presentation costs, with the exception of the venue (if this is provided by PANNZ).</p> <p>Each session should be no longer than one hour. This includes any time you need for introductions, post-showing discussions and questions.</p>
<p>Full-Length Showcases (Up to 3 slots available)</p>	<p>In 2024, three Full-Length Showcase opportunities will be offered. The offer includes venue and production costs to support the showcase presentation.</p> <p>Please note, any additional costs (including artist fees) will need to be covered by the showcasing artists/producers.</p> <p>The work must be packed-in within a day and the presentation will be in the evening of either the 4th, 5th or 6th of March. PANNZ will discuss suitable venue options with applicants before making final offers in late 2023.</p> <p>Please indicate on the Five-Minute Pitch application if you would also like to be considered for the Full-Length Showcase opportunity.</p>

Key Dates

MONDAY 4 SEPTEMBER 2023

Pitch/Showcase Applications for the PANNZ Arts Market open at 10am

TUESDAY 19 SEPTEMBER 2023

Online hui for pitch/showcase applicants with PANNZ team (tips and questions answered), 10am-11am. [JOIN THE HUI](#)

SUNDAY 1 OCTOBER 2023

Pitch/Showcase **APPLICATIONS FOR THE PANNZ ARTS MARKET CLOSE AT MIDNIGHT**

MONDAY 23 OCTOBER 2023

Pitch/Showcase applicants notified of outcome

MONDAY 27 NOVEMBER 2023

Delegate registrations to attend PANNZ Arts Market 2024 open

Please note, If your EoI is successful and you are selected to pitch or showcase you do not need to register separately, but you will be invoiced if you would like to attend the rest of the Market (in addition to your showcase/pitch session)

FRIDAY 2 FEBRUARY 2024

Final digital assets submitted by pitching artists to PANNZ

MONDAY 4 MARCH – WEDNESDAY 6 MARCH 2024

PANNZ Arts Market 2024 in Tāmaki Makaurau, Aotearoa (Auckland, NZ)

Application Process

Terms and Conditions

- If offered a slot at the Arts Market 2024 you must adhere to instructions and deadlines, including signing and returning the MoU sent to you as part of the offer from PANNZ.
- **You MUST have the rights to use any content** that will be held on the Digital Platform and performed live.

You will be responsible for securing these rights, and if you do not secure the rights then you will be personally liable.

PANNZ is committed to protecting the income of all artists, which includes the assurance that all who we work with are aware of their obligations to pay royalties or secure the rights of content created by others.

For music rights and recording rights you may contact:

APRA: events@apra.co.nz

Recorded Music NZ: info@recordedmusic.co.nz

- There are no fees for applying to present.

Permissions

In submitting your application form, you agree that the information you submit will be available to other delegates via PANNZ Arts Market Digital 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

events you participate in (both live and online - via Zoom, for example) that take place over the course of the PANNZ Arts Market, and you have the correct permissions and rights contained within your content.

This will be for the purpose of advocating the work for presentation opportunities and will be available to registered PANNZ Arts Market 2024 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 Digital Platform at any time and edit, update or delete your profile and any other information you have provided.

Recommendations

- It is recommended you attend any online/ Zoom hui that are offered, so you remain well-informed through the process.
- It is strongly advised that all artists/producers who are pitching or showcasing during the Arts Market attend the rest of the three-day event to meet and build relationships with presenters.
- We advise you to be as detailed as possible in your pitch/showcase application. This will enable the curatorial panel to more fully understand your work and its alignment with the category you wish to apply for. Historically applications which have full information filled in, have successfully received an offer. Your application may be at a disadvantage if there is important information missing. (If there are any questions that do not apply or you don't yet know, please answer N/A.)

Information you can include on the Arts Market Digital Platform

Depending on which type of opportunity you are applying for, you may not have all of the items/assets/information below, and that's ok. For Full-Length Showcases and for tour-ready pitches, there is an expectation that you have all (or most) of the information outlined below.

Contact Information

This is so that presenters and delegates know the best person to contact regarding the production.

Please name any companies/organisations involved in the show, with preferred billing.

If you need to edit this information later, you can do so, once your profile on the Arts Market Digital Platform has been created.

Note: Your mobile number will not be made public, this is for the PANNZ team only, so that we can call you if we need to. It will not be made available to delegates.

General Information

This is key information that will populate your production profile.

Include 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 Information

If your production is tour-ready (works that have already had a premiere season) please advise how many people are included in the touring party.

This will assist presenters in quickly understanding the costs in terms of travel, accommodation, per diems etc. to align with their budgets and programming.

It is important 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

This content provides 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.

This will assist presenters and their teams to quickly determine 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.

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.*
- 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.
- 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.

Full-Length Showcase applications will be assessed for:

- International touring goals and capability.
- Probability of gaining international presentation opportunities/collaborations.