



APPLICATION AND INFORMATION KIT: Acts from Outside Western Australia.

You are applying play at the WAMi Festival, be included on the Kiss My WAMi Compilation and get coverage through the WAM website and other promotional opportunities.

Please note: WA acts must use the Application and Information Kit for WA Acts

WAMi Festival

The WAMi Festival is WA's premier showcase and celebration of local, original contemporary music. The event runs from 19-23 May 2010 in the Perth metropolitan area, with special events and tours in regional taking place over the months before. WAM now offers a limited number of performance opportunities to acts from outside of Western Australia to perform.

The WAMi Festival will showcase around 100 WA acts and special guests at:

- The WAMi Awards, Thursday 19 May: The WA music industry's night of nights.
- The Northbridge Saturday Spectacular, 22 May: The WAMi Festival takes over Northbridge from midday with café gigs, showcases, outdoor events and then rolls into a huge party come dusk.
- WAMi showcases, 19 – 23 May: The best emerging and established talent is showcased across Perth and Fremantle, by genre or by venue. Warm-up gigs also take place in February, April and May.
- All-ages. public and RAMMPAAGE gigs, 19-23 May: Capture new audiences by playing at high-profile public gigs and all-ages events.

In 2010 WA will host a large contingent of local, interstate and international music industry professionals. We are already actively promoting attendance throughout the world, and will again be staging a conference and networking opportunities to help you connect with these people, and get them to your gig.

Please note that acts from outside of WA will not be eligible for inclusion on the Kiss My WAMi CD/DVD or WAMi Festival regional tours. However, the WAMi Festival team is happy to facilitate opportunities for all selected artists to distribute samplers etc during the Festival and WAMi Music Business Conference.

WAM Website

Acts selected for WAMi Festival gigs and/or for placement on the Kiss My WAMi Compilation will be eligible for profiling and inclusion on electronic media such as the WAM website.

The Selection Process – how you are chosen

- Each year over 100 acts are featured from around 300 submissions.
- Selection criteria are based on the full package submitted, and panelists will use their knowledge of the scene in their deliberations. So please make sure your materials are of a professional standard and tell your story.
- The selection panel consists of people from the WA music industry and media. WAM takes transparency of process seriously, so no-one with a vested interest in any act is given the opportunity to comment upon that act's submission as part of the selection process.

How To Apply

There are two ways to apply for The WAMi Festival and the Kiss My WAMi Compilation CD/DVD. **Deadline is 5pm Friday 15 January.** No extensions will be given.

THE NEW FASHIONED WAY

- *Online, via Sonicbids. Cost \$US5 (approximately \$5.50 as of 25 Nov 09)*

You can now use Sonicbids to apply for the festival and compilation at the click of a button.

Did you know WAM's Band Membership benefits package includes a free Sonicbids subscription? The Sonicbids EPK (Electronic Press Kit) is quite simply the easiest and cheapest way to send a press kit to labels, festivals, publishers, competitions, booking agents, media ...and now The WAMi Festival!

To apply, Sonicbids users just go to www.wam.asn.au and follow the links.

THE OLD FASHIONED WAY

- *Hard Copy. Cost \$10 WAM Members, \$20 Non-members.*

Complete the attached form, compile all of the required support materials, and put it in the post. Hard copy submissions postmarked by Friday 15 January 2010 will be accepted.

Want to know more?

If you have any questions then check out our FAQ section on the website at www.wam.asn.au or call on 08 9227 7962.

GOOD LUCK!

2010 WAMi Festival

APPLICATION FORM:

19-23 May 2010

This form must be completed and submitted with ALL support materials as listed by 15 January 2010.

STOP! You *could* do this at Sonicbids.com setting yourself up to send your stuff to industry anywhere cheaply + easily.

Name of Act: _____

Contact Person: _____

Postal Address: _____

_____ Postcode: _____

Phone: _____ Email: _____

Mobile: _____ Website: _____

Management (if applicable): _____ or Self managedRecord Label (if applicable): _____ or Self releasedPublisher (if applicable): _____ or Self publishedABN (if applicable): _____ Are you registered to collect GST? YES NO I am a current WAM Member, membership number _____ OR Joining now, \$80 band fee enclosedAPPLICATION FEE ENCLOSED \$10 WAM Members \$20 Non-members

I enclose a cheque, money order or credit card details for grand total amount of \$ _____

Nb. Please make payable to The West Australian Music Industry Association Inc

Please tick appropriate box: Visa Mastercard Bankcard

Credit card number:

Expiry date:

Signature: _____ Name on Card: _____ Date: _____

STOP! Have you read the Submission Materials section carefully?**Genre Info**To help us with our assessment process, tick ONE box only that *best* describes your music

Rock / Pop	<input type="checkbox"/>	Blues / Roots / Acoustic	<input type="checkbox"/>	Electronic / Dance	<input type="checkbox"/>
Country	<input type="checkbox"/>	Hardcore / Punk / Metal	<input type="checkbox"/>	Hip Hop / RnB / Funk	<input type="checkbox"/>
World / Folk	<input type="checkbox"/>	Experimental / New Music	<input type="checkbox"/>	Jazz	<input type="checkbox"/>

Describe the genre in 1 – 5 words (not compulsory, but may appear on promotional material): _____

Statistical Data

Number of Members in act, by gender Male: _____ Female: _____

Are any members Aboriginal or Torres Strait Islanders? YES NO

What are the ages of the Youngest and Oldest members? _____

Promotional Requirements

WAM stipulates that by making this submission, your act agrees to carry out promotional activity for the WAMi Festival as detailed in the attached document 'Promotion and Attribution Requirements for Acts playing at the WAMi Festival.

This is a new condition – please ensure you are familiar with these new terms.

Application Kit - WAMi Festival 19-23 May 2010 – Non WA Acts

Conditions

1. Tracks released prior to January 2009 cannot be submitted. If the enclosed recording is not suitable for duplication you must clearly label it 'Not For Duplication'. We will contact you to supply a duplicate master if required.
2. This application form is not a performance agreement or guarantee of inclusion in the WAMi Festival 2010 showcase program or any WAM activity.
3. By signing this form the applicant agrees to comply with all promotional requirements as listed in the attached guide. Failure to comply with this condition may result in termination of a performance agreement or booking.
4. WAM takes no responsibility for illegible or incomplete submissions and they will not be included in the judging process.
5. Support materials will not be returned and application fees are non refundable.
6. WAM may generate a Recipient Created Tax Invoice in order to pay your act if required.
7. The music submitted must be the original work of the Act applying. No applicant may infringe upon existing copyrights and The West Australian Music Industry Association Inc (WAM) is not held responsible for any such infringement which may occur, and is indemnified against any legal action which may arise as a result of such breaches of copyright.
8. By signing this form the applicant agrees to these conditions.

Signed: _____ Name: _____

On behalf of [act]: _____ Date: _____

SUPPORT MATERIAL REQUIREMENTS

For your submission to be valid, you must also include ALL of the following with this Application Form:

- A hard copy of the act's current **biography**, for assessment purposes
- A copy of a **current release or demo** recording on CD only
- A **25 word (max) promotional blurb**, in electronic format on CD only (MS Word, Rich Text Format or Plain Text)
- 1 to 3 current **photographs** of your act suitable for print media (colour or black & white), in electronic format on CD only (minimum specifications: 300dpi, print size at least 15x10cm, in JPEG, TIFF, PDF or EPS)
- A music video clip - DVD or Mini DV formats only **[optional]**
- 1 to 3 current photographs of your act suitable for website use (colour or black & white), in electronic format on CD only (required specifications: 300x300 pixels, in JPEG, TIFF, PDF or EPS) **[optional]**
- An electronic copy of the act's current biography, for assessment purposes **[optional]**

WHEN COMPILING YOUR SUPPORT MATERIALS:

- If applying for the CD, track names and numbers must be clearly marked on the CD cover. Only one CD need be submitted for an application for Live Performance and inclusion on the Kiss My WAMi CD.
- Please name your files with your band name in the title, followed by a content label. Ie 'Band Name blurb.doc', 'Band Name photo1.jpg' etc

Please contact WAM if you are unable to deliver the above materials in the format required

Post to WAMi Festival Submissions, PO Box 171, Northbridge, 6865

Applications received by mail must be postmarked **Friday 15 January 2010** or earlier.

We recommend that you keep a copy of your application. For more information on the WAMi Festival check the WAM website www.wam.asn.au or call us on 08 9227 7962.



Promotion and Attribution Requirements for Acts playing at the WAMi Festival.

If your act is selected to be part of the WAMi Festival in 2010, WAM needs a commitment that you will promote your WAMi Festival performance. A bigger crowd at your WAMi event works out better for everyone. The WAMi Festival is promoted through over \$300 000 worth of media coverage – let's work together to cover all the media and promotion bases so that we can have a great gig!

Overall

WAM requires that you correctly attribute your gigs as being part of the 2010 WAMi Festival and use the 2010 WAMi Festival banner on your web pages and electronic media.

'Your Band' at the 'Venue', as part of the 2010 WAMi Festival, or if space is limited - WAMi '10 gig.

e.g. Rolling Stones at the Quarry, as part of the 2010 WAMi Festival. OR Rolling Stones at The Quarry – WAMi '10 gig.

Web

- A web banner is available for download from www.wam.asn.au. Please place this on your act's website on the main page or gig guide section.
- Please include WAMi gig details in your gig guide, as per the guide above. This is essential.

Myspace, Facebook and other social networking sites

- Please use the web banner available at www.wam.asn.au on your page and add your WAMi Festival performance to the gig guide. This is essential.
- Create a group for your event and invite your fans and friends.
- A blog and bulletin about your event can attract further interest from media and audiences.
- Status updates and reminders with gig details are handy.

Press release

Please include details of your WAMi Festival performances in any press releases or send one out specifically about your event. The press release should include all the basic information about the gig (including the correct WAMi Festival attribution), an interesting angle to inspire media coverage and an up-to-date, print quality image for use in print media.

Interviews

If you undertake any TV, radio or press interviews, please remember to plug the WAMi Festival gig. It helps to have gig dates and details at the ready, and remember that you can always direct listeners to www.wam.asn.au for all the latest WAMi Festival Details.

Tell us about it!

If your act has landed some good media coverage for the WAMi Festival appearance, please make sure you let the WAMi Festival team know about it. WAM can then place the items on file for our reference and usage in future sponsorship and funding applications to keep the WAMi Festival rockin' for years to come.

***** Please Remember *****

It is a condition of submission that you comply with the promotion guidelines. Failure to do so may result in the cancellation of your gig offer and over-rides any contract for performance.

If you are unsure of how to approach an opportunity to promote your WAMi Festival gig, please contact the WAMi Festival Director for advice on (08) 9227 7962/ sarah@wam.asn.au

THANK YOU FOR YOUR INTEREST IN THE 2010 WAMi FESTIVAL !