



# MOST

**BRIDGE  
FOR BALKAN MUSIC**



Co-funded by the  
Creative Europe Programme  
of the European Union

**APPLY NOW!**

## **APPLICATION GUIDE**

### **MOST - FESTIVAL & CLUB EXCHANGE**

The MOST Music – Festival & Club Exchange supports festivals and cultural institutions who have world, global, or traditional music in their programming . Mutual visits, learning best practices and international performance opportunities are all part of this program. Read on!

#### **WHAT DO WE OFFER?**

- Artist exchange with another festival / club in the programme
- Mutual visits and knowledge exchange with another festival / club in the programme
- In-person networking meeting for all selected FEX participants at one of the MOST partner festivals
- Expert mentoring for the festival / club pairs by representatives of renowned European festivals
- Greater visibility of your festival / club on a European level
- Lifetime membership to a vibrant professional community

#### **WHO CAN APPLY?**

- We are looking for festivals and clubs from any Creative Europe eligible country (all EU member states + other countries as well, see the Full Call Text)
- We select 10 festivals or clubs from the 9 Balkan target countries, and 10 festivals or clubs from the rest of Europe. We create pairs between these 20 participants.
- An existing world music program at your festival or club is a plus.
- This is a long-term program for those who are ready for international work.

#### **HOW TO APPLY?**

- Please make sure to read the Call Text before applying.
- You may find the Application Guide useful.
- The final, 3rd round of applications close at midnight, Sunday, 11 September 2022.
- The call closure time is subject to change. Please stay up to date by following MOST on social media
- Subscribe to our newsletter (scroll down to the footer) to never miss any MOST news!



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## GUIDE TO THE APPLICATION FORM

### *Applicant information*

#### 1. E-MAIL ADDRESS

Please provide an address that you use and check frequently. We will send the following: confirmation of having finished your application process, results of the application.

*Example: mostmaria@gmail.com*

#### 2. NAME

Full name with the preferred spelling please.

*Example: Maria Mostava*

#### 3. PHONE NUMBER (PLEASE INCLUDE COUNTRY CODE)

*Example: +361234567*

#### 4. CITIZENSHIP

Eligibility criteria for the Festival and Club Exchange (FEX) pillar: at least one member of the band must hold citizenship of one of the MOST target countries, see [mostmusic.eu](http://mostmusic.eu) for the list of these countries. Priority will be given to bands that are also based in one of the target countries.

*Example: Romania*

#### 5. WHERE HAVE YOU HEARD ABOUT MOST?

Please specify the name of the person / venue / social media group, etc. (if relevant)

*Example: I saw a MOST flyer at WOMEX 2021.*

#### 6. What do you expect to learn from participating in the project?

Please suggest some concrete topics you wish to cover during the training (if selected).

*Example: Branding, sync*

#### 7. Have you already applied in any previous rounds of the MOST project public calls (Balkan Music Export, Festival and Club Exchange, Management Training, Urban Project Hub)? If yes, in which and what year?



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*Please note that answering yes to this will not hinder your application in any way!  
Example: Balkan Music Export, 2020*

### *Festival or club profile*

1. YOU SUBMIT YOUR APPLICATION AS A ...
  - a. Festival
  - b. Club, music or cultural venue

### *Questions for festivals*

1. NAME OF THE FESTIVAL  
Please (1) use the preferred English transliteration of the name, (2) also include alternative spellings that make it the easiest to find you on the internet (for example: your event's name written with Cyrillic letters, or your event's name written as it is used on social media)
2. COUNTRY OF FESTIVAL LOCATION
3. CITY OF FESTIVAL
4. PLEASE TELL US ABOUT YOUR FESTIVAL BRIEFLY  
1000 characters or less.
5. WEBSITE OF THE FESTIVAL
6. FACEBOOK PAGE OF THE FESTIVAL
7. WHEN WAS THE FESTIVAL FIRST ORGANISED?
8. HOW LONG IS THE FESTIVAL? (PLEASE INDICATE THE NUMBER OF DAYS OF THE LAST FESTIVAL)
9. HOW OFTEN IS THE FESTIVAL ORGANISED?
10. WHEN WILL YOUR NEXT FESTIVAL TAKE PLACE? (PLEASE INDICATE THE PLANNED DATES FOR 2022 / 2023)
11. MAIN GENRE OF THE FESTIVAL (YOU CAN CHOOSE MORE OPTIONS)  
WORLD MUSIC  
JAZZ  
FOLKLORE  
POP  
CLASSICAL  
ELECTRONIC  
ALL GENRES  
OTHER:



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12. WHAT OTHER PROGRAMME ELEMENTS DO YOU FEATURE AT YOUR FESTIVAL?

PERFORMING ARTS (theatre, dance...)

FINE ARTS (exhibitions)

LITERARY PROGRAMS

GASTRO

FAMILY PROGRAMS

LIFESTYLE AND SPORT

OTHER:

13. NUMBER OF PROGRAMS (LAST FESTIVAL)

14. NUMBER OF CONCERTS (LAST FESTIVAL)

15. NUMBER OF WORLD MUSIC CONCERTS (LAST FESTIVAL)

16. NUMBER OF STAGES (LAST FESTIVAL)

17. WHICH ARTISTS HAVE BEEN THE HIGHLIGHTS OF THE FESTIVAL?

(THROUGHOUT ALL EDITIONS)

18. TOTAL NUMBER OF FESTIVAL VISITORS (LAST FESTIVAL)

19. PLEASE UPLOAD AT LEAST FIVE HIGH QUALITY PHOTOS IN ORDER TO HAVE A GLIMPSE OF THE VENUE, THE AUDIENCE, AND THE MOOD

Description: Please use (1) at least 1000 x 1000 px photos, (2) landscape images, colour photos preferred, (3) please upload images without watermarks, (4) please upload photos in jpg or png form.

- FELTÖLTŐMEZŐK, max 5 darab

20. PLEASE LINK A VIDEO OF YOUR FESTIVAL (E.G. AFTERMOVIE ON YOUTUBE, VIMEO, ETC.) (PLEASE USE THIS FORMAT: [HTTPS://WWW. ...](https://www. ...))

21. PLEASE TELL US IN 1500-3000 CHARACTERS WHY YOUR FESTIVAL WANTS TO BE PART OF THE PROGRAMME.

Please include the following:

(1) Intercultural exposure and experience (previous international projects, staff, language skills)

(2) Growth potential of the festival

(3) Diversity of selected artists, current and future plans involving world music

(4) Your needs and expectations in relation to the exchange programme

*Questions for clubs*

1. NAME OF THE CLUB

Please (1) use the preferred English transliteration of the name, (2) also include alternative spellings that make it the easiest to find you on the internet (for example:



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your event's name written with Cyrillic letters, or your event's name written as it is used on social media)

2. COUNTRY OF THE CLUB

3. CITY OF THE CLUB

4. WEBSITE

*Please use the [https://www. format](https://www.format)*

5. FACEBOOK

*Please use the [https://www. format](https://www.format)*

6. INSTAGRAM

*Please use the [https://www. format](https://www.format)*

7. OTHER LINKS

*E.g. LinkedIn, Gigmit, etc.*

*Please use the [https://www. format](https://www.format)*

8. WHEN WAS THE CLUB FOUNDED?

9. HOW OFTEN DO YOU HAVE PROGRAMMES AT YOUR CLUB?

10. SEASONALITY

Please mark the months when you offer programmes

*Example: All year round / Only in the summer months*

11. MAIN GENRES OF THE CLUB (YOU CAN CHOOSE MORE OPTIONS)

WORLD MUSIC

JAZZ

FOLKLORE

POP

CLASSICAL

ELECTRONIC

ALL GENRES

OTHER:

12. WHAT OTHER PROGRAMME ELEMENTS DO YOU FEATURE AT YOUR CLUB?

PERFORMING ARTS (theatre, dance...)

FINE ARTS (exhibitions)



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LITERARY PROGRAMMES  
GASTRO  
FAMILY PROGRAMMES  
LIFESTYLE AND SPORT  
OTHER:

13. NUMBER OF PROGRAMMES (YEARLY)
14. NUMBER OF CONCERTS (YEARLY)
15. NUMBER OF WORLD MUSIC CONCERTS (YEARLY)
16. NUMBER OF STAGES/HALLS
17. NUMBER OF TOTAL AUDIENCE CAPACITY
18. PLEASE HIGHLIGHT SOME ARTISTS WHO HAVE PERFORMED AT THE CLUB
19. TOTAL NUMBER OF CLUB VISITORS (YEARLY)
20. PLEASE GIVE A SHORT INTRODUCTION OF YOUR AUDIENCE (e.g. typical age group)
21. PLEASE UPLOAD AT LEAST FIVE HIGH QUALITY PHOTOS IN ORDER TO HAVE A GLIMPSE OF THE VENUE, THE AUDIENCE, AND THE MOOD  
Please use (1) at least 1000 x 1000 px photos, (2) landscape images, colour photos preferred, (3) please upload images without watermarks, (4) please upload photos in jpg or png form.
  - FELTÖLTŐMEZŐK, max 5 darab
22. PLEASE LINK A VIDEO OF YOUR CLUB (E.G. LIVE CONCERT RECORDING ON YOUTUBE, VIMEO, ETC.) (PLEASE USE THIS FORMAT: [HTTPS://WWW. ...](https://www.))
23. PLEASE TELL US IN 1500-3000 CHARACTERS WHY YOUR CLUB WANTS TO BE PART OF THE PROGRAMME. IN YOUR ANSWER, PLEASE ALSO INCLUDE THE FOLLOWING: (1) INTERCULTURAL EXPOSURE AND EXPERIENCE (PREVIOUS INTERNATIONAL PROJECTS, STAFF, LANGUAGE SKILLS) (2) GROWTH POTENTIAL OF THE CLUB (3) DIVERSITY OF SELECTED ARTISTS, CURRENT AND FUTURE PLANS INVOLVING WORLD MUSIC, (4) YOUR NEEDS AND EXPECTATIONS IN RELATION TO THE FEX EXCHANGE



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*Agreements* (checklist - pontos szöveget lásd a doksi végén)

1. PARTICIPATION AT PROJECT ACTIVITIES
2. [COPYRIGHT RULES AND LICENSES](#)
3. [DATA PROTECTION](#)
4. SUBSCRIPTION TO NEWSLETTERS (HANGVETŐ / MOST - optional)

*Other*

IF YOU HAVE ANY QUESTIONS CONCERNING THE APPLICATION, THE PROGRAMME ETC.,  
PLEASE LET US KNOW HERE.