

South by South West (SXSW) 2015

Professional Development Application Guidelines

Purpose and Criteria of the fund

Purpose:

The SXSW Professional Development fund will support individuals working in the music industry in Scotland to apply for support towards the cost of attending the SXSW Festival 2015.

The fund is intended to support music industry personnel, such as band managers, promoters, agents and representatives of key music agencies, businesses and labels in Scotland, to attend the event as a networking or professional development opportunity. It will not support the costs of musicians or artists to attend and perform at the festival.

If you have been invited by SXSW to perform at the festival, please contact David Weaver by email on david.weaver@creativescotland.com.

Criteria:

This fund is open to individuals looking to attend to SXSW Music Festival and Conference. In 2015 we anticipate that we will be able to support 5-6 individuals to attend.

Applicant individuals should:

- Be a music professional, working to a high standard within the music industry in Scotland.
- Be able to demonstrate that you are ready to seize upon the opportunities that SXSW presents. You will need to detail your track record, the things you have planned for the next 3-4 months and what you outline for SXSW.
- Have a realistic series of aims for the event and a plan to achieve them, working with partners where relevant

How to apply and further information

Alternative Formats

Creative Scotland is committed to offering clear and accessible application processes and programmes that are open to everyone. On request this information is available in alternative formats including translations. Access support is available for disabled applicants. For further information, please contact our Enquiries Service.

Email: enquiries@creativescotland.com
Telephone: **0845 603 6000 (10am-12pm & 2-4pm, Mon – Fri)**

Application form:

Applicants should complete an application form which can be [downloaded from the Creative Scotland website](#).

Deadline:

Completed application forms and supporting material must be submitted by email to sxsw@creativescotland.com by 5pm on **Monday 12 January 2015**.

Funding available:

Funding of £1,000 per individual will be available. In 2015 we anticipate that we will be able to support 5-6 individuals to attend.

Who Can Apply?

Individuals working in the music industry in Scotland can apply. This can include band managers, promoters, agents and representatives of key music agencies, businesses and labels in Scotland.

The fund will not support the costs of musicians or artists to attend and perform at the festival.

Key information required when submitting your application

The information detailed below is essential and if your application does not comply it will be considered ineligible and not assessed:

- If you are applying to Creative Scotland for the first time, we will need your bank account details at the time of submission.
- Applications must be made on the appropriate Application Form and submitted electronically via email, unless a special request has been made and approved in advance.
- All supporting documentation has to be submitted at the time of application. Please make it clear on the application form the supporting material you have included or where we can access it. To see details of the preferred formats we would like to receive the information in, go to: creativescotland.com/funding/preferred-formats
- If you have made an application to other Creative Scotland funding programmes and are awaiting a result on a previous application please let us know in the relevant section on the application form.
- Applicants must check and tick the disclaimer box on the Application Form to confirm that they have read and understood the Guidelines and [standard Terms and Conditions](#).

Further information on South by South West:

We highly recommend that applicants look at the following resources:
For further information on SXS in general visit the [British Underground Guide](#).
Further presentations on SXS are also available [here](#).

Your Budget:

In the application form you will be asked to outline how much money you are applying for, on the basis of £1,000 maximum.

In addition you will need to submit a one page budget, indicating all areas of expenditure. Show budget headings, for example: travel, accommodation, conference attendance cost, contingency (etc). Budget information must be complete, accurate and balanced for your application to be eligible.

We encourage you to include a realistic amount for contingency. We suggest approximately 5-10% of your budget is allocated as contingency.

Submission & Decision Making Process

Submission and Deadline

Completed application forms and supporting material must be submitted by email to sxsw@creativescotland.com by 5pm on the day of the deadline. The deadline is:

- **Monday 12 January 2015**

- On submission you will receive an electronic notification of receipt.
- We will review your application and if it is eligible, we will log it on to our system. If you have failed to comply with any of the points detailed in the section '**Key information required when submitting your application**', then your application will be deemed ineligible. You will be notified of this and the reasons why by email.
- Please note - any emails received after the deadline date will not be considered.

Decision Making Process

Applicants should note that this is a competitive process and all applications will be assessed by officers from Creative Scotland on the noted criteria.

We will endeavour to let everyone know whether they have been successful in securing support from us by **19 January 2015**.

If you have any questions on any aspect of this process or on SXSU in general please email sxsw@creativescotland.com, including brief details of your query or question as well as a contact number, and we will get in touch with you at the earliest opportunity.

There will be a training event for those who are successful in being selected for SXSU in late January/early February 2015. We will be in touch with more information about this if your application is successful.

Further advice and information:

In the first instance, if you have any queries about this fund, you should contact the Creative Scotland Lead Officer for SXSW, David Weaver. His email address is david.weaver@creativescotland.com.

If you have more general enquiries about the work of Creative Scotland and our funding, you can contact our Enquiries Service by phone, email or through our website.

Call **0845 603 6000**, email enquiries@creativescotland.com or send us a message through the website [here](#).

(Please note that our Enquiries Line is open from 10am - 12 noon and 2-4 pm, Mon-Fri, with voicemail outwith these hours).

Christmas Holidays 2014:

Please note that due to the Christmas Public Holidays in Scotland, Creative Scotland's offices will be closed from 24 December 2014, reopening on 5 January 2015. If you have any queries about this fund, we strongly recommend you contact us before the 24 December.