

# APPLICATIONS REGULATION

## IBERIAN FESTIVAL AWARDS

(5th edition – March 14, 2020 - Lisboa, FIL)



In order to promote the recognition and credibility of Iberian Festival Awards and the quality provided to its agents, new changes were made in the process inherent to the applications for the **5th edition, to be held on March 14, 2020 in Lisboa**, at FIL.

The descriptive of **the 25 categories to the competition** for the 5th edition are presented below and the main changes are:

- New categories: "**Best PRO Event**"; "**Best Festival Photo**";
- Incorporation in the category "Best Academic Festival" of other festivals dedicated to the children and young people that not only university students, passing the category to be called "**Best Academic & Youth Festival**";
- The "Best Communication" category includes in its scope of analysis the marketing strategy carried out by the festivals passing to be called "**Best Communication & Marketing Strategy**".

Category	Entities Eligible for Application	Who decides	Countries that can apply	Description
1. Best Major Festival	Festivals	Public	Portugal Spain	For events of 10,000+ capacity/day). Festivals that combine the audience capacity with the world's biggest acts, stages, performances, partners and media impact
2. Best Medium Sized Festival	Festivals	Public	Portugal Spain	For events of 1500 to 10,000 capacity/day). Festivals that can be in development, that have a loyal audience, that can be more creative and create a more intimate experience
3. Best Small Festival	Festivals	Public	Portugal Spain	For events of less than 1500 capacity/day). Festivals with more propensity for cooperative development and that involve all the community
4. Best Touristic Promotion	Festivals	Jury	Portugal Spain	Festivals that integrate strategies and promotion synergies that attract visitors and tourists at a regional, national and international level
5. Best New Festival	Festivals	Public	Portugal Spain	New festivals, formats and concept redefinitions take place every year. Theses festivals help to provide new requirements and exceed the expectations of festival-goers, artists and partners (1st edition in 2019)
6. Best Line-Up	Festivals	Public	Portugal Spain	Music is always the key factor of communication of a festival and the main reason to attract festival-goers. The combination of all acts and the special or unique performances allow the festivals to be differentiated from the other competitors.
7. Best Indoor Festival	Festivals	Public	Portugal Spain	Music festivals (held in a single day or several days) using the structures of existing concert halls or indoor venues. This allows festivals to take place at any time of the year
8. Best Cultural Programme	Festivals	Jury	Portugal Spain	Music Festivals that add to the programme other cultural activities (e.g. documentaries, theater, visual arts, workshops, activities for children)
9. Best Communication & Marketing Strategy [category with new scope]	Festivals	Jury	Portugal Spain	The success of a festival depends on its communication and marketing strategy - being effective, coherent (above / below the line) and being creative when it comes to media relations will attract more audience, partners and best acts
10. Best Infrastructure	Festivals	Jury	Portugal Spain	The effectiveness of a festival is revealed in its planning and engineering (at the site or outside of it) that facilitate the process of circulation (e.g. parking, stage, access, mobility, venue)
11. Contribution to Sustainability	Festivals	Jury	Portugal Spain	Concern for social, economic and environmental issues is increasing. It is

				important for festivals to educate the audience, locals and the society to help with the creation of new behaviors
12. Best Hosting and Reception	Festivals	Jury	Portugal Spain	Festival-goers have become increasingly demanding and often the difference may be in the reception and hosting. The human resources (e.g. VIP area, camping, backstage, partners, security guards, medical staff) and other factors can enhance the experience of the festival-goer and make them come back to the festival
13. Best Service Provider	Companies that offer services at music festivals	Jury	Coming from any country but with action in Portugal or Spain	Services provided by different companies at the music festivals (e.g. safety, light & sound, ticketing, set design, medical team, bars, cleaning, catering)
14. Best Brand Activation	Companies that promote brand activations at festivals	Jury	Coming from any country but with action in Portugal or Spain	Portuguese and Spanish Festivals are one of the most desirable markets for brands to increase their awareness and get connect to their audience. Over the years, brands have brought new ways of surprising, attracting and retaining the public that attends these events
15. Best Use of Technology	Brands/companies that present technological solutions for music festivals	Jury	Coming from any country but with action in Portugal or Spain	Technological and innovative solutions for festivals (Portugal and Spain), which provide and add value to the experience of the festival-goers (eg. mobile applications, RFID, online tickets)
16. Best Lusophone and Hispanic Festival	Festivals	Public	Lusophone and Ibero-American Countries	Music festivals held in any Ibero-American and Lusophone countries
17. Best Academic & Youth Festival [category with new scope]	Academic, Children and/or Youth Festivals	Public	Portugal Spain	Festivals with musical predominance organized for the child-juvenile and/or academic public
18. Best Festivity	Festivities	Public	Portugal Spain	Cultural and popular events that are characterized by events with big agglomeration of public based on parties, fairs and exhibitions that have in music the greatest source of attraction and communication
19. Best Non-Music Festival	Festivals	Public	Portugal Spain	Recognition of festivals that have as primary cultural area something outside the music (e.g. theatre, cinema, performing arts)
20. Best PRO Event [new category]	Professional events	Public	Portugal Spain	Events that bring together professionals from various fields and sectors (e.g. music, cinema, new technologies, sciences, tourism) and take the form of conferences, meetings, congresses or fairs
21. Best Festival Photo [new category]	Photographers (amateurs and professionals)	Public	Portugal Spain	Intended for the best snapshots taken at music festivals by amateur or professional photographers

22. Best Media Partner	Media Partners	Public	Portugal Spain	The power of the press and media is essential in the promotion of an event. Media coverage is important not only for the promoters but also all the other stakeholders
23. Best Live Performance (PT/ES)	Festivals Bands Artists Agencies	Public	Portugal Spain	Performances of National artists, dj's and bands in festivals (from both countries) that became different and memorable
24. Best Live Performance (International)	Festivals Bands Artists Agencies	Public	Portugal Spain	Performances of International artists, dj's and bands in festivals (from both countries) that became different and memorable
25. Excellence Award	Direct nomination + Associates query + Jury	Aporfest	Portugal Spain	Dedicated to an individual whose role, vision and energy has propelled the music festival industry forward in a dynamic, creative, aggregator and positive way

a) The **applications must be made with enrollment in at least one of the 25 categories in the competition;**

b) **Applications must correspond to actions taken in the panorama of the festivals throughout the year of 2019 (january to december);**

c) **The Applications must always be adapted to the nature of each category,** and may be carried out by: festivals, media partners, brands, agencies/bands, concessions, service providers or photographers. **Each category can only have as candidates the entities and countries eligible for it** (see table above);

d) **The applications** only take effect by completing an application form, available to fill between **September 16 to November 22, 2019**, indicated on the official website: [www.talkfest.eu](http://www.talkfest.eu). The applications should preferably be written in English;

e) The applications should contain as much information as possible for a correct evaluation. **Aporfest– Portuguese Music Festivals Association**, entity within the Festival Awards European Network (which hold the UK and European Festival Awards) is the organizer entity of Iberian Festival Awards (since the 1st edition), being responsible by validating the applications for further analysis of the jury panel (composed by a minimum of 9 elements: PT , ES and international) or by the Public;

f) Aporfest – Portuguese Music Festivals Association, takes the final decision of the winner, after consulting with its associates and Jury, for the Excellence Award;

g) Some categories will have a Prize Money by the organization and sponsors of the event - information placed on the website until the event;

h) It is always assumed that all the information sent is correct. Any missed confirmation, incongruity or complaint verified will be analyzed and may result in the exclusion of the application (fully or for one or more categories applied);

i) The applications, after validation, will be submitted to the Jury and/or Public (voting in an online platform). The finalists (top 10) of each category, will be announced in January 2020 and the national and Iberian winners will be announced at the Iberian Festival Awards gala;

j) Public vote will take place on a specialized platform (SurveyMonkey – Website specialized specializing in this type of procedure and used also by the UK and European Festival Awards) able to ensure that each device can only vote once in the whole process. Any anomalous situation will be analyzed and may result in the exclusion of the entity in one or more categories.

k) Applications accompanied by a tax certificate (Tax Authority) and Social Security certificate (collaborators/employees payments) with no debt, will have the indication of the sign ✓. This is not a mandatory factor, but it's an extra quality that we want to communicate to the Public and Jury, as of this edition;

l) **APORFEST** and **AFESTIBALS** associates (professional and company types - with valid situation until the gala) can **apply for free. The apply includes 1 (professional member) or 2 (company member) tickets to the Iberian Festival Awards Gala (March 14, 8:30 p.m., Lisboa, FIL) which will ensure: red carpet, open bar and access to the afterparty** too;

m) **Applications made by non-associated festivals or entities will cost €40 - which includes 2 tickets to Iberian Festival Awards Gala (March 14, 8:30 pm, Lisboa, FIL) + red carpet, an open bar and access to afterparty.** The payment process must be accomplished at the time of application by non-associated entities (in the case of invalid applications the organization returns the total value of the application):

Payment mode:

**1) Paypal: aporfestivals@gmail.com**

or

**2) Bank Transfer: IBAN - PT50 0035 0011 00010601 830 92 | SWIFT/BIC - CGDIPTPL**

n) The requested **extra accesses for the gala will have the price equivalent to the normal purchase of ticketing - €20 each [includes: red carpet + open bar + afterparty]** - available until the event sold out;

o) Each application can only be made by the actual organizing entity of the festival allowing the data to be analyzed. If there any debts of the organizer or co-producers of the event with Aporfest at the date of the application, this will not be valid until the resolution of this point;

p) The Iberian Festival Awards logos (nominee, shortlisted, national winner, iberian winner) should only be used when the application is validated in each phase and only according to the images provided on the official website.

q) In the gala will be delivered prizes to the National Winners and Iberian Winners (as the last 2 editions). The "Excellence Award", "Best Lusophone and Hispanic Festival" and "Best Festival Photo" categories will only have one winner;

r) All the data is treated confidentially and the full rights guaranteed;

Schedule:

Date	Item
16 Sep 2019	Iberian Festival Awards (5th edition, Lisbon) announcement FAQ's, venues, tickets, timetables
16 Sep - 22 Nov 2019	Call for applications
Nov 2019	Announcement of the hosts
Dec 2019	Announcement of jury panel
4 Dec 2019	Announcement of the nominees
Dec 2019 / Jan 2020	Vote platform (Public - 15 categories)
Jan 2020	Announcement of shortlisted names (15 categories decided by the public - Top10 of each category)
Feb 2020	Announcement of shortlisted names (9 categories decided by the jury - Top10 of each category)
Feb 2020	Announcement of the Live Acts for the gala
14 Mar 2020	Gala

Director



Ricardo Bramão