**Vocation Music Award**

**National Requirements**

**Overview of the National Structure Requirements**

* **Project Director**Announcement of the award to potential cooperation partners
* Prepared email drafts will be provided
* Simple invitations
* Gathering of Sponsoring
* Invitations to potential judges
* **Coordination & Support**
* Secretary required for ~10 hours (can also be volunteer or outsourced as needs fit)
* Support & communication with participants: release of videos; answer enquiries etc.
* Chain of communication with partners, collaborators upon approval
* Coordination of judging panel for online voting
* Organisation of audition castings (emails to successful participants; time allocation; voting calculation)
* Organisation of the CD production
* **PR Personnel**
* Sends out 4-5 messages after events and important dates - are pre-prepared and completed
* Moderates casting audtion
* **Coordination & Support Social Media Management**
* On Facebook, Instagram and other social media medium
* **Location for Casting Audition**
* Ideally in combination with a VMA co-organisator
* Casting must be filmed: care of media team on location
* **Juding Panel**
* Different musicians are invited to participate as jury members (voluntary)
* If panellists are prevented from attending the casting, a substitute juror can step in (we have had this every time - no problems; the evaluation criteria are easy to understand)
* **CD-Production**  optional
* Ideally supported by a co-organiser
* The best 6-12 titels should get recorded at a professional level
* Organization of the winners for the CD production will be made by the co-organiser or the VMA team
* **Music Video Production** optional
* This element of the project is not strictly necessary: can also be discarded

**Overview of the Financial Requirements:**

* €6.000 required for basic homepage: for further requests 10h package for ~ €1.200
* €3.500 prize money for the first three prizes

**Overview of the Project Dynamic:**

* The award is a project of unity, which is started by somebody, but is supported and carried out by many: a small burden on many shoulders
* The logo and branding is something identitifying (corporate identity) and need to be used at every promoting medium
* All advertisings are made through cooperation partners
* Costs are also covered by cooperation partners: it was no problem (and will not be) finding the finances (prize money and advertising material / homepage)
* Most of the work is done with the application: the cooperation partners are regularly provided with emails - news and encouraged to promote the project on their channels. These emails are systematized and made available.
* The concept is worked out in detail with exact procedures / detailed solutions - no more energy is needed
* Evaluation criteria of the jury is completely developed: only needs to be applied, which makes for a very straightforward process
* The Vocation Music Award has opened doors undreamed of up to now and with a simple e-mail from a seminarian has brought together over 36 cooperation partners who currently sponsor it. If this project is promoted from a more official source, the chances are much higher to get the necessary support and networking without complications.
* Experiences and picture/video material are available and can be used for any application or promotion.