

## **Dutch Pop Nights**

You can access all kind of music anytime and anywhere. In order to really get to know a band though, concerts and festivals are inevitable. A live show is an experience that turns into a deep rooted memory not only for the band but also for the audience. Both interact on a personal once-in-a-lifetime basis. It triggers all kinds of emotions and impulses in a human being and evolves into something that is hard to describe. It is a whole different feeling, perception and world.

This being said it is only natural that introducing yourself to a new market goes best with a live show. Giving the chance to capture the attention of the audience and give it a personal insight to your music.

Dutch Pop Nights provides such opportunities for Dutch artists and bands in Germany.

## **Idea + benefits**

Three Dutch artists/bands play three consecutive shows in German media cities - Hamburg, Berlin and Cologne.

These shows will be flanked by professional marketing and PR campaigns. These include radio trailers, poster- and social media campaigns as well as communication with local media in each city. Musikexpress, one of the key music magazines in Germany, officially presents the Dutch Pop Nights. This cooperation includes several announcements and editorial presentations of each band.

Each evening starts off with a get-together, where Dutch fingerfood will be served and you will have the chance to meet important partners of the German music industry.

Dutch Pop contributes to your production costs with 250 euros per show / 750 euros per tour.

## **Dates + Locations**

**24.01.2017 Hamburg – Molotow (150/300 capacity)**

**25.01.2017 Berlin – Auster Club (180 capacity)**

**26.01.2017 Cologne – Artheater (350 capacity)**

Entrance fee will be 7 € at pre-sale and 10 € at the box.

## The Jury

The Jury consists of 6 renowned industry professionals that will pick the three artists participating at Dutch Pop Nights.

Of course our jury members abstain from voting where conflicts of interest may arise.



**Christian Steinbrink** (Editor - Intro Magazine)



**Ueli Haefliger** (Head of Music - FluxFM Radio Berlin)



**Torben Meyer** (Booking Agent - Neuland Concerts)



**Timo Kumpf** (Festival promoter - Maifeld Derby Festival)



**Klaus Fiehe** (Editor & Radio DJ - WDR 1Live / ByteFM)



**Torsten Mewes** (Head of Artist & Label Services - Believe Digital)

## **Dutch Pop Nights - application sheet for artists/bands**

**Band / artist name:**

Travelparty:

Website:

Facebook:

Instagram:

Youtube:

Streaming link (Soundcloud, Bandcamp):

English bio (max 1000 characters):

Download link 1-3 press pictures:

Download link tech rider:

**Team in the Netherlands:**

Label / management:

Booking agency:

**In Germany we already work with:**

Label / Management:

Booking agency:

PR agency:

Other:

**We are looking for German partners:**

Label

Booking

PR

Previous and upcoming live dates in Germany:

German media momentum / PR results / quotes:

What is your current strategy towards the German market and what are you aiming at within the next year? (max 1000 characters):

Contact person:

Position:

Phone number:

E-mail:

**Please send this application sheet back to [apply@dutch-pop.com](mailto:apply@dutch-pop.com) – deadline is 14.10.2016.**

 [www.dutch-pop.com](http://www.dutch-pop.com)