



United Nations
Educational, Scientific and
Cultural Organization

Application for:

- 2018
- 2019
- 2018 and 2019

Call for applications for 2018 and/or 2019 APPLICATION FORM

Important: Please use this application form for your descriptions and respect the indicated length restrictions. Applications that are not received in the required format, as well as those that are incomplete and/or received after the below-mentioned deadline, will not be considered.

This application form, duly completed, must be sent as an attachment by email to JazzDay@unesco.org, with a copy to jazzday@monkinstitute.org with the “subject”: Application [name of the candidate-city].

The following documents must be also attached (in one of UNESCO Secretariat working languages – English or French):

- (i) A support letter from a Government entity of the candidate-city/country
- (ii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located
- (iii) Two additional letters of support from a partner or relevant entities

Application forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than Friday 30 June 2017 at midnight (Central European Time) using the following address: JazzDay@unesco.org with a copy to jazzday@monkinstitute.org.

NAME OF THE CITY <input style="width: 80%;" type="text"/>	COUNTRY <input style="width: 80%;" type="text"/>
Main Contact: <input style="width: 80%;" type="text"/>	Title (Mr/Ms/Mrs): <input style="width: 80%;" type="text"/> Surname: <input style="width: 80%;" type="text"/> First name: <input style="width: 80%;" type="text"/> Function: <input style="width: 80%;" type="text"/> Name/type of institution: <input style="width: 80%;" type="text"/> Address: <input style="width: 80%;" type="text"/> Tel: <input style="width: 80%;" type="text"/> Email: <input style="width: 80%;" type="text"/>
Alternative Contact: <input style="width: 80%;" type="text"/>	

The main contact will be the focal point and correspondent for all communications concerning International Jazz Day. He or she should belong to the unit or structure executing and managing the celebrations.

Alternative contact:

1. **PRESENTATION OF THE CITY** (1700 characters maximum).

Presentation of the main geographical, demographic, cultural and economic characteristics of the city, its mode of governance and international connections.

- What is the overall cultural profile of the city?
- What is the importance of the jazz in the country/city?
- Will the city have adequate infrastructure to host the celebrations? Are there plans to develop the city's cultural infrastructure to host the events?
- What are the city's main assets?
- What is the city's expertise in organizing local, national and international concerts, conferences, exhibitions and other related activities?

2. **MAIN OBJECTIVES AND EXPECTED IMPACT** (1200 characters maximum).

Presentation of the main motives behind the decision to submit an application to host International Jazz Day, including objectives related to social impacts, to impacts on regional development, on growth of the local music sector.

- Why does the city wish to host International Jazz Day?
- What makes your application so special compared to others?
- What are the main target groups you will try to reach through the International Jazz Day programme?

3. **PREPARATION PROCESS** (1000 characters maximum)

Presentation of the preparation process underlying the application and the members of the management team involved.

- Who were the main stakeholders participating in the preparation of the application? How did they get involved?
- Who will be the management team members? What would be their tasks and role in the implementation of the programme?
- What kind of governance and delivery structure is envisaged for the implementation?

4. **PRESENTATION OF THE ACTIVITY PROGRAMME**

Presentation of an appropriate action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, such as: concerts, exhibitions, performances, Masterclasses, workshops or other activities.

The proposed initiatives must be specifically conceived for International Jazz Day and implemented during the year of designation with long-term benefits for partners and society at large. The action plan and proposed initiatives should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

- What is the concept of the planned activity programme?
- How were the activities chosen?
- What are the plans for sustaining the activities?
- How will the local population be involved in the implementation of the activity programme?

The presentation of the action plan should notably include:

4.2 COLLABORATIONS AND PARTNERSHIPS

Presentation of the capacity of the activities to involve public, private and civil society operators as well as national, regional and international professional organizations representing musicians, educators, music industry professionals, representatives of NGOs and/or independent institutions.

- Who are the main partners? What role will they play in the implementation of the activity program (consultancy, funding, or concrete support)?
- How are the local and national government or the ministries involved?
- To what extent do you plan to develop links between your activity programme and the activity programme of previous celebrations of International Jazz Days?
- How does the city plan to involve local artists and cultural organizations?
- What is the strategy to attract the interest of an international audience?

4.3 COMMUNICATION CAMPAIGN

Presentation of a relevant plan for communication and awareness for the day.

- What is the city's intended marketing and communication strategy?
- Who will be the communication team?
- What are the main target groups of the communication campaign?
- Are there any established partnerships with the written press or any other media channels?
- How will you ensure media coverage of the planned events?
- Who are the different stakeholders that can help promote your activity program?

4.4 BUDGET AND FUNDRAISING

Presentation of a general outline of expenses foreseen and fund-raising strategies; a realistic budget, showing the degree of certainty on each budget line; the various assured or potential donors from government, private sector or others. The budget shall cover the preparation phase and the year of designation. Please fill in the tables below.

- How has the budget been calculated and what will it be used for in detail?
- Have the finance authorities (city, region, country) already voted on or made financial commitments to cover operating expenditure?
- What is your fundraising strategy to seek financial support from public and private sponsors?
- According to what timetable should the income to cover operating expenditure be received for preparing and implementing the activity programme?

If appropriate, please insert a table that specifies which amounts will be spent for new infrastructure.



General outline of expenses

Action	Budget in US Dollars			
	Year - 2	Year - 1	Designation Year	Total
Activity programme (Education, Outreach and Performances)				
Activity 1 Education Program				
Activity 2 Community Outreach				
Activity 3 Local Performances				
Activity 4 Global Concert				
Activity 5				
Programme expenditure				
Global Concert Production Cost (Lighting, Sound equipment, musical instrument rentals, stage labor, generators, stage design, crew catering, etc.)				
Education Program Coordination and Production Cost (Educator fees, instrument rentals, etc)				
Staff Costs (In-Country Production Team, Global Concert Production Team)				
Per Diem for International Production Staff and Artists				

Travel and accommodation (Hotel, Airfare, Ground Transportation)				
Artist Honorarium				
Other				
Communication				
Promotion and marketing				
Communication materials				
TV/Webcast/streaming				
Photography				
Local PR Agents				
Press events				
Printed materials (Posters, Banners, Program materials, badges, etc.)				
Web marketing / social media				
Interpretation/Translation costs				
Hospitality: welcome dinner, host reception, etc.,				
Other (telephones, shipping, postage, insurance, radios, office supplies)				
Miscellaneous/reserve/contingency				

Source of income

	In US Dollars	%
National government		
Municipality		
Region		
City		
Private sponsors		

Other		
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Date