

International Jazz Day

CALL FOR APPLICATIONS for GLOBAL HOST CITY 2022
APPLICATION FORM - FOR INFORMATION

ONLY THE ONLINE APPLICATION FORM CAN BE USED TO SUBMIT AN APPLICATION

1. PRESENTATION OF THE CITY

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

Name of city:

Country:

Focal Point details:

[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 responsible for the celebrations.]

Title (Mr/Ms/Mrs):

Surname:

First name:

Position:

Name/Type of institution:

Address:

Tel:

E-mail:

Alternative contact details:

Title (Mr/Ms/Mrs):

Surname:

First name:

Position:

Name/Type of institution:

Address:

Tel:

E-mail:

Partner Non Governmental Organization details (if the City is applying with a partner NGO):

Name of non governmental organization:

Address:

Tel:

E-mail:

Website:

Brief description:

1.1 Cultural Profile

What is the overall cultural profile of the city? 400 word limit

What is the city's experience in organizing local, national and international concerts, conferences, exhibitions, performance and other related cultural activities? 400 word limit

What are the city's/country's connections with jazz in particular? 400 word limit

1.2 Logistics and assets

What are the city's main assets and how do these enhance the experience of the national and international audience? 400 word limit

Does the city have adequate infrastructure to host international celebrations, a suitable concert hall or other unique site/venue to hold the All-Star Global Concert with adequate acoustics and modern facilities that meet current international standards, as well as suitable venues for educational and outreach activities and community programmes? Please provide an inventory of preferred venues for both activity types. Are there plans to develop the city's cultural infrastructure to host the events? 400 word limit

2. MAIN OBJECTIVES AND EXPECTED IMPACT

Presentation of the main motivations behind the decision to submit this Application to host International Jazz Day

2.1 Objectives

Please list and describe a maximum of four main objectives for hosting International Jazz Day.

1.

2.

3.

4.

How is this Application innovative? 400 word limit

2.2 Impact on target groups

Please identify the direct and indirect beneficiaries or target groups that your International Jazz Day Programme of Activities will try to reach and discuss how they will be impacted. How is gender equality taken into account? 400 word limit

3. PREPARATION PROCESS

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

3.1 Preparation and Stakeholders

Who are the key stakeholders participating in the preparation of the Application? How will they be involved in the implementation of the Programme of Activities? Describe the preparation process. 400 word limit

3.2 Management Team

Please identify the management team members, their competencies, and their expected tasks and role in the implementation of the Programme of Activities.

Name	Position	Key competencies	Role/Tasks

4. PROGRAMME OF ACTIVITIES

*Presentation of an appropriate Programme of Activities comprising the **Educational and Outreach Programme** and the **All-Star Global Concert**, describing the main initiatives that the city commits to undertake (concerts, exhibitions, performances, masterclasses, workshops or other activities) within the framework of its designation. Also encouraged are programmes serving vulnerable populations including the elderly, the critically ill, the disabled, the homeless and others.*

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 Programme of Activities should be realistic, coherent and feasible. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions.

4.1 Concept

Please explain the concept behind the planned Programme of Activities. How were activities chosen? 400 word limit

4.2 Activities

Please list and describe below each of the proposed activities for the International Jazz Day programme:

Activity 1:
Activity 2:
Activity 3:
Etc.

4.3 Community service activities

Describe how your planned Programme of Activities will incorporate an appropriate number of activities directly impacting vulnerable or at-risk groups. 400-word limit

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4.4 Sustainability

How does the Programme of Activities relate to previous editions of International Jazz Day and what measures/steps are proposed to ensure long-term benefits can be achieved? 400-word limit

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4.5 Local and international engagement

How will the local population be involved in the implementation of the Programme of Activities? How will international audiences be engaged? 400-word limit

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5. COLLABORATION AND PARTNERSHIPS

Demonstrated support for the Application at the national and local governmental and city levels, endorsement from the National Commission and support from partners and/or associated entities. Presentation of the capacity of the Programme of Activities to involve government, city, 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.

5.1 Supporting Documentation

Please attach the corresponding letters of support and endorsement below:

- 1. Letter of support from the city government** (*This letter should specify their commitment to ensuring the financial and/or in-kind support corresponding to the city's contributions set out in the budget proposal*)

Choose a file

Choose File No file chosen

2. Letter of support from a national governmental ministry or similar entity

(This letter should specify their commitment to ensuring the financial and/or in-kind support corresponding to the government contributions set out in the budget proposal)

Choose a file

Choose File No file chosen

3. Letter of endorsement from the National Commission for UNESCO

(This letter should confirm the National Commission's approval of the completed and final Application Form)

Choose a file

Choose File No file chosen

4. Two additional letters of support from a partner or associated entities

Choose a file

Choose File No file chosen

Choose a file

Choose File No file chosen

5.2 Partnerships

Please identify the main partners and their role in the implementation of the Programme of Activities. Indicate whether their engagement is potential or confirmed.

Partner	Role	Potential or confirmed engagement

6. COMMUNICATION

Presentation of a communication plan and awareness-raising initiatives.

6.1 Communication strategy

Please explain the city's communication and marketing strategy to attract the interest of national and international audiences and to promote the Programme of Activities. Who are the main target groups? Who will be the communication team members? 400-word limit

6.2 Media partners

Are there any established partnerships with the written press or other media channels? How will you ensure media coverage of the planned events? 400-word limit

7. FINANCIAL REQUIREMENTS

Presentation of a general outline of expenses foreseen and corresponding funds and fund-raising strategies; a realistic budget; the various assured or potential donors from government, city, private sector or others. Please note, if selected, the Global Host City Focal Point and the Global Host City will be financially responsible for the expenses incurred around programmes in their city, including the All-Star Global Concert, broadcast/webcast and Educational and Outreach Programme activities, travel (air, hotel, ground transportation) for artists, officials, and the international production team as noted in Annex : Technical Requirements for the Programme of Activities. All programmes must be presented entirely free of charge to the public. Kindly fill in the tables below.

There is no minimum or maximum amount foreseen for the provisional budget included in the Application. The evaluators will assess the quality of the programme of activities and the consistency of the proposed budget with the planned activities. For examples of previous International Jazz Day budget breakdowns, please consult the UNESCO Secretariat.

7.1 Total budget

General outline of expenses in US Dollars

Action	2021	2022	Total
Programme expenditure			
All-Star Global Concert Production Cost (venue, lighting, sound, rentals, stage labor, stage design, catering, etc.)			
Educational and Outreach Programme Cost (venues, educator fees, rentals, etc.)			
In-country Staff Costs			
International Production Team Cost*			
Per Diem for International Production Team and Artists			

Travel and accommodation (Hotel, airfare, ground transportation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artist Honoraria*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication			
Promotion and marketing (PR agents, press events, communication materials)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV/Webcast/streaming*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed materials (posters, banners, programme materials, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web marketing / social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretation/Translation (Required if English is not the primary language of the applicant country)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality: welcome reception, opening ceremony, post-concert reception, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (telephones, shipping, postage, insurance, radios, office supplies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miscellaneous/reserve/contingency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total budget amount			

* The Herbie Hancock Institute of Jazz is available to advise on this category.

7.2 Commitment of financial authorities:

Please elaborate on whether/which financial authorities (city, region, country) have already voted on or made financial commitments to cover operating expenditure.

1. 2. 3. Etc.

7.3 Source of income:

Source	Name of Source	Amount in US Dollars	Source has confirmed provision of amount Yes/No	% of Total Budget
National government				
Municipality				
Region				
City				
Private sponsors				
Other				

7.4 Fundraising Strategy

Please provide details on how the budget was calculated and what raised funds will be used for. What is your strategy to seek financial support from public and private sponsors?

7.5 New Infrastructure

If appropriate, please give specifications of which amounts will be spent for new infrastructure.

7.6 Financial Acknowledgement

By presenting the Application, the Applicant acknowledges having read in the Requirements of the Call the entire Financing section, and commits to funding, in addition to the details set forth in this Application 7.1 through 7.5, the following:

- a) the site visit of UNESCO and the Herbie Hancock Institute of Jazz in order to evaluate the feasibility of the submitted Application in the event the Applicant is among the top two final Applicants;
- b) UNESCO management costs to facilitate the liaison between UNESCO, the Global Host City and the Herbie Hancock Institute of Jazz, in case of designation as the Global Host City; and
- c) additional site visits by the Herbie Hancock Institute of Jazz staff during the planning phase.

Acknowledgement: Tick box

8. ADDITIONAL DOCUMENTS OR INFORMATION

Applicants may upload here any additional documents or information to support their Application.

Choose a file

 No file chosen

Thank you for your Application. Please be sure to submit it by 1 October 2021.