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Regionale  
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REGIONE PUGLIA  
Dipartimento turismo, economia  
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Fondo Speciale Cultura e Patrimonio Culturale L.R. 40/2016, art.15, comma 3

**SPECIAL FUND FOR CULTURE AND CULTURAL HERITAGE L.R.40/2026, art.15, paragraph 3 –  
PUBLIC NOTICE for the presentation of project proposals aimed at defining the  
PROGRAMMING PUGLIA SOUNDS TOUR EXPORT 2024**

**1 - PREAMBLE**

In order to lay down its own cultural development strategy and related actions intended to enhance, innovate and promote its entire cultural system through well-established action priorities, Regione Puglia (the Regional Government of Puglia) has developed a strategic plan of culture for Puglia 2017-2025, PIIL – *prodotto, identità, innovazione, impresa, lavoro* (product, identity, innovation, enterprise, work).

Now, in line with the content of the above strategic plan, Regione Puglia and TPP (Consorzio Teatro Pubblico Pugliese) collaborate in a view to enhancing, revamping and promoting the system of cultural events/activities and live shows with a special focus on the Puglia music system by providing music operators with the right tools to expand and qualify cultural demand while upgrading their own offer by improving their artistic and professional capacities, as well as their position and competitiveness on both the national and the international music scene. This set of activities is intended to promote the “cultural system” and hence the tangible and intangible heritage of Puglia.

The Puglia Sounds program, entirely focused on the development of the Puglia music system intends to design and deploy projects that involve the entire music industry (from artists/performers to music managers/publisher, to booking agencies, to publishers, to labels, to distribution, to communication, and music consumption) through the action “TOUR EXPORT 2024” a which is intended to support and promote internationally the sector of live shows, by promoting a qualified and sustainable, green and accessible music offer.

These actions are carried out using the resources of the Special Fund for Culture and Cultural Heritage L.R.40/2026, Art.15, Paragraph 3, aimed at supporting cultural activities and projects deemed worthy of intervention and support by the Puglia Region. Furthermore, with DGR 313 of 03.18.2024, the Puglia Region confirmed the Consorzio Teatro Pubblico Pugliese as the institutional partner with which to implement, through the signing of a specific public collaboration agreement, the regional calendar of cultural and entertainment activities for the year 2024.

Within the Puglia Sounds program a set of actions have been defined, including the line of action Puglia Sounds Plus, which are aimed at continuing the actions to support the growth, the consolidation and the distribution of the music offer, as well as to support the growth of music business providing these latter with all a series of tools , including economic instruments, management procedures, know-how, relationships and experiences that are fundamental to strengthen the capacity of the "Sistema Musicale Puglia" to operate in domestic and foreign markets, as well as to consolidate its competitiveness, even at this time of global crisis of the system as a whole.

The Puglia Sounds program, entirely focused on the development of the Puglia music system intends to design and deploy projects that involve the entire music chain (from artists/performers to music managers/publisher, to booking agencies, to publishers, to labels, to distribution, to communication, and music consumption) through the action “TOUR EXPORT 2024” intended to encourage the presence of the Apulian musical heritage within important cultural containers and foreign festivals with the aim of contributing to the improvement of tourist attractiveness and the strengthening of the development of the entire musical system through the qualification of the cultural offer, the qualification of musical and multidisciplinary shows (having live music as the main language), strategic distribution on international territories, multicultural dialogue, sharing of skills and experiences, optimization of resources and results.

**2 – SCOPE AND OBJECTIVES**

By the present Call, Puglia Sounds–TPP, in line with what specified above, intend to intend to carry out a **survey of live music projects and live multidisciplinary projects** having live music as the main artistic language to be staged abroad, in order to promote and enhance the role of Puglia in the national and international tourist and cultural landscape, adding new dates to the national calendar of artistic and cultural events.



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The projects submitted must be realized in the period between **the 15<sup>th</sup> July to the 31<sup>st</sup> December 2024**.

Please note that this notice does not require the programming of unpublished repertoire.

It should also be noted that the programming of a live within events for the awarding of music prizes cannot be considered a date of the same tour.

The projects submitted and assessed to be eligible will be included in the "parco progetti" ("folder of artistic-cultural music projects"), on which an appointed Jury of experts will draw to plan the "PUGLIA SOUNDS TOUR EXPORT 2024" calendar of live music events be staged throughout Italy, including Puglia, in the period from the 15th July to the 31st December 2024

### 3 - ELIGIBILITY OF PROJECTS

***Proposals of projects to be staged abroad (outside Italy), either as live music shows, or multidisciplinary shows (with live music as their main artistic language) are eligible under the present Call provided that they are meant to promote Puglia music systems.***

*The regional music system is promoted by projects by Apulian artists/bands; by bands made up of 50% (rounded up) by Apulian artists; from bands whose leader, who gives the band its name, is from Puglia (for example Mario Rossi trio, if Mario Rossi is from Puglia, it is an eligible project regardless of the origin of the other musicians involved); from musical projects linked to the regional musical tradition or which were composed by Apulian authors.*

The project proposals will be defined "YOUNG" when the artist/group involved has worked less than 30 national and international dates in the period between January the 1st 2021 and December the 31st 2023, while proposals involving artists/groups that have worked more than 30 national or international dates in the period between January the 1st 2021 and December the 31st 2023 will be defined "SENIOR". Of the 30 dates requires as minimum number to forward a "SENIOR" project, the dates realized in Puglia does not have to be more than the 30%.

The YOUNG project proposals must provide for programming music live music shows or multidisciplinary shows with live music as their main language by the same artist/group **abroad**, to be held for a **minimum number of 3 dates and a total of at least 3 concerts in 3 different venues, in one or more foreign countries**, in the period from the 15th July to the 31st December 2024.

The SENIOR project proposals must provide for programming music live music shows or multidisciplinary shows with live music as their main language by the same artist/group **on the national territory**, to be held for a **minimum number of 6 dates and a total of at least 6 concerts in 6 different venues, in at least 2 foreign countries**, in the period from the 15th July to the 31st December 2024.

Each Applicant is allowed to submit one only project proposal related to a given artist/band for the present call. Should more than one proposal related to the same artist/band be submitted (even by different Applicants), only the first, on a first-come, first-served basis, will be admitted to the present selection process.

The artists involved in project proposals assessed as ineligible may be included in project proposals to be submitted for other deadlines.

International concerts scheduled as part of initiatives for which Puglia Sounds-TTP has entered into specific promotion and/or programming agreements with the organizers of the same, cannot be included in the project proposals submitted as part of the present Call.

### 4 - ELIGIBILITY OF APPLICANTS

Live music projects or multidisciplinary live projects, having live music as the main artistic language, to be staged throughout Italy, including Puglia, can be submitted by producers and/or distributors and/or



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organizers of artistic live shows operating in Italy or abroad with any kind of legal status, provided that they meet the following requirements:

1. hold a VAT number with ATECO/NACE CODE 90.01 or 90.02. For non-European entities, to be holders of documentation certifying the carrying out of production and/or distribution activities and/or organization of live performances of an artistic nature;
2. comply with current legislation on employment relationships and collective labor agreements in the sector in force in the individual's country of origin;
3. be up to date with social security contributions;
4. not be in any of the conditions of exclusion from participation in the tenders pursuant to the articles. 94-95-96-97 of Legislative Decree no. 36/2023 Contract Code.

Failure to meet just one of these requirements will result in exclusion of the project from the selection process.

## 5 - PROJECT PROPOSAL SUBMISSION TERMS AND CONDITIONS

The Applicants specified in Section 4 shall submit their project proposals filling the form published on the page of Puglia Sounds website dedicated to the present call:

- **no later than 1pm on Wednesday 26th June 2024 for programming between 15 July and 31 October 2024;**
- **no later than 1pm on Thursday 19th September 2024 for programming between 1 November and 31 December 2024;**

The following documentation must be attached to the online form:

1. **self-certification** (non attested affidavit) in place of an attested affidavit, submitted by completing Form 1 hereto;
2. **official certificate of VAT registered details of the Applicant and/or an updated copy of the Chamber of Commerce company registration report including the Applicant's con codice ATECO 90.01 or 90.02 for Italian Applicants, or equivalent documentation for Applicants based abroad;**
3. **copy of a currently valid identity document** of the Legal Representative of the Applicant;
4. **pre-contractual agreement or commitment letter by the organizer** containing the following details:
  - a. name of the Tour,
  - b. date of the show;
  - c. venue of the show, with indication of venue capacity and mode of access for the public (free admission or tickets, ticket price);
  - d. (d) whether the cost of travels is paid by the organizer or the artist/band;
  - e. (e) whether accommodation costs are paid by the organizer or the artist/band;
  - f. (f) whether technical production is paid for by the organizer or the artist/band;
  - g. (g) whether a fee is paid to the artist/band.

**Please note that the term "organizer" means the subject responsible for the programming/scheduling of the venues where the project submitted by the Applicant will be staged, or a company other than the Applicant that is in charge of organizing the project submitted by the Applicant.**

Puglia Sounds-TPP reserves the right to request the original documents attesting to the truthfulness of data and information contained in the Project Proposal, and also to discontinue examination of the application until expiry of the time allowed to the Applicant for presentation of the original documents requested. If the documents are not presented before this deadline, the Project Proposal will be automatically excluded from



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the selection process. Puglia Sounds-TPP reserve the right to carry out verification, including test-checks, in order to ascertain the truthfulness of the statements signed by the Applicants.

## **6 – AVAILABLE RESOURCES**

Within the resources made available for the implementation of the action SPECIAL FUND FOR CULTURE AND CULTURAL HERITAGE L.R.40/2026, art.15, Paragraph 3, a total budget of € 100,000 (VAT included) has been allocated to “Puglia Sounds Tour Export 2024”.

*Throughout the entire programming period a total of at least 7 actions to promote “YOUNG” projects, and 6 actions to promote “SENIOR” projects have been envisaged, provided that they meet the requirements hereunder. To this end, Applicants are invited to submit “YOUNG” Project Proposals each amounting (not exceeding) to an indicative limit value of 4.500,00, and “SENIOR” Project Proposals each amounting (not exceeding) to an indicative limit value of € 9.000,00.*

Puglia Sounds-TPP reserve the right to change the number of the YOUNG and SENIOR Projects to be programmed on the basis of the proposals submitted.

Puglia Sound-TPP reserve the right to acquire, even partially, the project proposals submitted by including them in the programme defined by the Jury or not use the entire budget allocated should not a sufficient number of projects be positively evaluated to exhaust all the resources available.

By the same token, TPP reserve the right to supplement the budget made available under the present Call for programming “Puglia Sounds Tour Export 2024” with other funds, should further resources become available.

With reference to the 2024 programming, defined by this call and by the Puglia Sounds Tour Italia 2024, the TPP-Puglia Sounds may recognize the same artist/band a total maximum grant of €10,000 excluding VAT.

If the same artistic project is the subject of applications for participation, also sent by different proponents, to the notices Puglia Sounds Producers, Puglia Sounds Record and Puglia Sounds Tour Italia, Puglia Sounds Export, the TPP-Puglia Sounds will pay a total fee for the creation, promotion, record production, distribution and programming of this project for a maximum of €20,000 excluding VAT.

## **7 – ELIGIBILITY CHECK**

The eligibility of the proposals submitted will be checked in terms of the following:

- legal and formal compliance;
- compliance with submission deadlines;
- compliance with the requirements set out in the call for proposals relating to the Applicant and the proposed project;
- completeness of documentation;

Eligible projects will be included in the “projects folder” under two separate project categories: YOUNG and SENIOR.

It remains understood that the inclusion of a project in the “projects folder” does not entail any obligation on the part of Puglia Sounds-TPP to acquiring/programming the project in question.

## **8 –ASSESSMENT AND IMPLEMENTATION OF “PUGLIA SOUNDS TOUR EXPORT 2024” PROGRAMMING**

A Jury appointed by Puglia Sounds-TPP will be tasked with making a selection of the Project Proposals included in the two categories of project folder “Puglia Sounds Tour Italia 2023” and defining the “Puglia Sounds Tour Italia 2023” Program on the basis of the evaluation criteria listed below. It remains understood that only projects with a score of at least 12 points for each of the following criteria shall be admitted:



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- 1) **QUALITY OF THE ACTIVITIES CARRIED OUT IN THE PERIOD BETWEEN JANUARY THE 1<sup>ST</sup> 2021 AND DECEMBER THE 31<sup>ST</sup> 2023 BY THE APPLICANT** (with special reference to management and booking activities in Italy and abroad)
- 2) **QUALITY OF THE WORK OF ARTIST/BAND IN THE PERIOD BETWEEN JANUARY THE 1<sup>ST</sup> 2021 AND DECEMBER THE 31<sup>ST</sup> 2023 AND QUALITY OF THE PROJECT PROPOSED** aimed at promoting the Puglia music system (with a description of national and international experiences in terms of their scheduling to collect information to be used to define the proposal as "YOUNG", or "SENIOR", with reference to possible record distributions and with a description of the project proposed
- 3) **COMMUNICATION PLAN;**
- 4) **ORGANIZATION OF THE PROJECT** (assessment of the venue, of the organization of the tour, as well as of the financial sustainability of the project)

Each one of these criteria will be given a 0-to-20 score.

The score shall be attributed in terms of compliance with the following parameters on the basis of a qualitative judgement indisputably expressed by the Jury with a specific reference to the level of fulfilment of the objectives hereunder. The "non-evaluabile" score will be given to the Projects Proposals that are in no way in line with the objectives hereunder :

20 excellent
18 very good
16 good
14 fairly good
12 sufficient
6 insufficient
0 non-evaluabile

Any assessments made by other Commissions appointed by TPP/Puglia Sounds for other calls and/or public notices published previously will have no impact on the evaluation process of the present call

The Jury shall reserve the right to ask the Applicant to make some modifications to the project proposed to favour the fulfilment of the objectives to be pursued. Should the Projects consist of more than 3 dates/concerts for "YOUNG" project proposals, more than 6 dates/concerts for "SENIOR" project proposals, the Jury shall reserve the right to include in the programming only part of the dates proposed with a minimum of 3 dates/concerts for "YOUNG" project proposals, and 6 dates/concerts for "SENIOR" project proposals.

## **9 – IMPLEMENTATION OF "YOUNG" and "SENIOR" PROJECTS PROGRAMMING**

The Applicants, whose "YOUNG" or "SENIOR" Project Proposals will be included, also in part, in the programming of artistic-cultural music live shows of Puglia Sounds-TPP, shall be invited to subscribe to a Contract whereby they undertake:

- 1) to fully implement the activities as under the project proposed;
- 2) to guarantee the fulfillment of all the administrative and organizational formalities for the organization of the Puglia Sounds – TPP concerts as envisaged in the project;
- 3) to communicate by means of a certified e-mail to **pugliasounds.export@pec.it**, no later than 15 days before the start date of the programming, any possible variation with respect to the data included in the project submitted.;  
The variations allowed are as follows:
  - a) date of the show, provided that the new date falls within the period indicated by the present Call;
  - b) venue of the show;
  - c) names of the members of the bands included in the lineup indicated in the Application Form.No changes regarding the main artist are allowed;



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The variations proposed will be subject to a qualitative and quantitative assessment by Puglia Sounds–TPP. Puglia Sounds–TPP is hereby allowed to either i) reduce the established amount of money or ii) terminate the contract if the variation in question results in a lower quality of the show compared to the one proposed in the project

- 4) to give **prior and immediate written notice of any event or difficulty hindering** the realization of the concerts covered by the Contract with Puglia Sounds-TPP; such communication must be sent on a date prior to the date of the show, by e-mail to the address [pugliasounds.export@pec.it](mailto:pugliasounds.export@pec.it);
- 5) to send to certified email address [pugliasounds.export@pec.it](mailto:pugliasounds.export@pec.it), 15 days before the show, in order to allow for an adequate communication of the project, the "Form 3" filled in all its parts, and n.2 high-resolution 300 dpi photos, one vertical and one horizontal, of the artist/band that will be performing;
- 6) to display on both on-line and/or off-line communication and promotional materials to be used in the programming hereunder the sentence "Programmazione Puglia Sounds TOUR EXPORT 2024" and print the mandatory symbols and labels of the Action mentioned in the "PREAMBLE" hereto, using only the marks and the guidelines on their use provided by the Puglia Sounds – TPP Communication Office for use hereunder (brands of Puglia Sounds, European Union, Regione Puglia, , Polo Arti cultura Turismo Regione Puglia, Custodiamo la Cultura), accompanied by the wording "**SPECIAL FUND FOR CULTURE AND CULTURAL HERITAGE L.R.40/2026, art.15, Paragraph 3**"
- 7) the communication material produced must be shared with the Puglia Sounds Communication Office at [paola.troia@pugliasounds.it](mailto:paola.troia@pugliasounds.it), 15 days before the date of the show, so as to provide adequate visibility of the project on the Puglia Sounds channels;
- 8) to use the hashtags #WeAreinPuglia, #PugliaSoundsPlus, #TeatroPubblicoPugliese in the communication on the social media related to project proposed;
- 9) to produce photo/video materials of the event (n.4 high-resolution photos, 2 horizontal and 2 vertical, and a maximum 45-second footage), to be sent to the Communication Office the day after the event as evidence that the event actually took place;
- 10) to include in the media communications and press releases (press, radio, television and the web) regarding the project proposed, the wording "Programmazione Puglia Sounds Tour Export 2024" accompanied by " **"SPECIAL FUND FOR CULTURE AND CULTURAL HERITAGE L.R.40/2026, art.15, Paragraph 3"**
- 11) before being sent to the media, said communications and materials must be agreed upon with the **Puglia Sounds Press Office** and then be sent to the e-mail address [luciano.rutigliano@pugliasounds.it](mailto:luciano.rutigliano@pugliasounds.it);
- 12) setting up of a press office and/or social media management services and/or Digital Strategy services, aimed at providing maximum visibility and promote the project hereunder on the media and social networks (compulsory for "SENIOR" projects, and optional for "YOUNG" projects).

**Partial or complete failure by the Applicant to fulfill one or more of the obligations indicated above will at any time result in either a reduction in the amount of consideration or termination of the contract subscribed to with Puglia Sounds-TPP.**

#### 10 – PAYMENT MODALITIES

The consideration established in the contract will be paid within 30 days from the date of the relevant electronic invoice (or paper invoice for Applicants exempt from electronic invoicing), to:

**Teatro Pubblico Pugliese - Consorzio per le Arti e la Cultura**  
**Via Imbriani n. 67 - 70121 Bari**  
**C.F. and P.I. 01071540726**

with the wording "**Programming PUGLIA SOUNDS TOUR EXPORT 2024**" followed by the indication of the artist/band, dates and venue.

**Please note that the invoice must be submitted only upon completion of the activities related to the project proposed, and after TPP/Puglia Sounds have checked the completeness, correctness and**



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**regularity of the submission**, by sending, **within and not later than 15 days from the end of the programming of the tour covered by the Contract in question**, the following documentation to [pugliasounds.touritalia@pec.it](mailto:pugliasounds.touritalia@pec.it):

- a) **Form related to the request of Payment;**
- b) **self-certification (non attested affidavit) in place of an attested affidavit** (Form 1)
- c) **Ex\_Enpals (Department of Social Security for Artists)/forms A1 Certificates** for all the dates of the project, or in case of exemption, self-certification of the exemption signed by the artists/technicians in question. Said certificates must be submitted for all the members of the technical and artistic staff involved on the dates of the project proposed;
- d) **Traceability of Payments Form** (Form 2)
- e) Statements certifying that the music show/concert has taken place, subscribed to by promoters or festivals or clubs or halls/venues where the show/concert has been hosted abroad with a clear indication of **dates and venues, number of spectators/concertgoers and takings. These statements will be admitted only if duly signed and dated and written on headed paper**
- f) Applicants are required to send to the Puglia Sounds Headquarters, Via Matteo Imbriani, 67 – 70121 Bari, the following material on a **USB Flash Drive**:
  - photo/video materials of the event (n.1 photo and a maximum 45-second footage), certifying that the show/event in question has been held on each of the dates indicated;
  - screenshots of online communication campaign(s) via social media, file extensions (Pdf, Jpg, etc..) of any communication material produced;
  - photos of any billboard ads;
  - communication material produced, screenshots of online communication campaign(s) via social networks and media
  - press reviews and/or documents certifying social media management activities and/or Digital Strategy service (if any, optional in the case of 'YOUNG' projects, and mandatory in the case of 'SENIOR' projects).

Applicants are requested to send to the Puglia Sounds headquarters at Via Matteo Imbriani, 67 - 70121 Bari:

- a) n. 3 copies of the offline communication material (if any)

Puglia Sounds – TPP reserves the right to suspend the payment and to carry out verifications, including test-checks, to ascertain:

- the authenticity of the documents presented,
- the truthfulness of the statements submitted by the Applicant;

The following Recipient code M5UXCR1 and certified mail address [pugliasounds.export@pec.it](mailto:pugliasounds.export@pec.it) must be used for the issuing of the electronic invoice.

Should the necessary conditions exist, before making the payment, Puglia Sounds – TPP, pursuant to art. 48 (2) of DPR n. 602/73 and of Ministerial Decree 40/2008, shall carry out checks to verify the regularity of payments due to the Public Administration, by forwarding an official request to Equitalia Servizi SpA.

In compliance with Art. 13 of Italian Law 196/2003, Applicants hereby accept that, in order to fulfill legal requirements, the personal data collected hereunder can be transmitted to third parties, but only to be used for the purposes of the present procedure.

Applicants hereby declare to be aware of the provisions of Legislative Decree No. 231, dated 8 June 2001 and any subsequent *modifications* and/or additions thereto as well as of the rules contained in the Code of Ethics and Form 231 adopted by TEATRO PUBBLICO PUGLIESE and published in the official TPP website [www.teatropubblicopugliese.it](http://www.teatropubblicopugliese.it) (Administration Accountability Section). In view of this Applicants undertake to behave in line with the provisions (where applicable) of the above Code of Ethics and Form 231 and not to expose TPP to the risk of penalties under Legislative Decree No. 231, dated 8 June 2001.



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Failure to fulfill these duties shall result in a breach of contract on the part of the Applicants and in the immediate termination of the same by CONSORZIO TEATRO PUBBLICO PUGLIESE under Art. 1456 of the Italian Civil Code, without prejudice to compensation.

## **12 – TRACEABILITY OF PAYMENTS**

All amounts due shall be paid in compliance with the provisions of “Traceability of Payments”, former art. 3 of Law 136/2010 and subsequent amendments and additions thereto that is understood to be applicable in its entirety herein. The due amounts shall be paid by bank transfer or another payment system which guarantees the traceability of the cash flow. Failure to comply with the above-mentioned regulations will result in the termination of the contract. The use of cash is not allowed unless otherwise provided for the laws in force that are understood to be applicable in their entirety herein. It will be the responsibility of Puglia Sounds - Teatro Pubblico Pugliese to communicate, in the event of programming, the CUP and CIG codes.

## **INFO SERVICE**

Puglia Sounds-TPP will make their own general coordination staff available to help the Applicants achieve the best results. Queries and/or requests for appointments to receive information about the present Rules and Regulations may be sent to the following email: [maddalena.ciocca@pugliasounds.it](mailto:maddalena.ciocca@pugliasounds.it) – +39 080.5414814

Bari, 20/05/2024 – Prot. 2756/CS/mc

## **OFFICER IN CHARGE OF THE CALL**

Director and Officer in charge of the Call: Sante Levante

**Regional Projects and  
Cultural Strategies Manager TPP**  
*Claudia Sergio*

**TPP Director and Officer  
in charge of the Call**  
*Sante Levante*