

NEW MUSIC PROJECT TOURING FUNDING

Style and Accreditation Guidelines

Updated March 2026



This document provides guidance for using NZ On Air's brand assets and acknowledging the NZ On Air and NZ Music Commission within *New Music Project Touring* visual collaterals or publicity materials.

This accreditation is a mandatory requirement for *New Music Project Touring*. As this is a new fund, it is important New Zealanders know what their taxpayer dollars have funded, and consistent accreditation helps reinforce the cultural value of this funding to Aotearoa.

Please refer to the **NZ On Air Music Style and Accreditation Guidelines** document [here](#), for a full list of different applications and expectations for placing our logo on your visual collateral or acknowledging NZ On Air funding on public-facing materials.

Download the approved NZ On Air and NZ Music Commission *New Music Project Touring* logo pack [here](#).

Should you have further queries relating to this guide or the NZ On Air brand, please contact: musicteam@nzonair.govt.nz

Expectations

As part of receiving *New Music Project Touring* funding, NZ On Air outlines that:

- Applicants are to acknowledge NZ On Air's support in all public facing materials, such as:
 - Publicity materials and visual collateral, such as tour posters, fliers and similar
 - Tour website or tour page on the artist/s website
 - Social media posts (either the logos on visual posts and/or in the caption)
 - Media or press releases
 - Where appropriate, in related interviews to publicise the tour
- If you are using our logo in any promotional material, the NZ On Air Music [Style and Accreditation Guidelines](#) must be followed to ensure consistent and correct use of NZ On Air branding.
 - This document specifies how and where accreditation must appear.
 - For media releases and social media posts, it may also contain specific wording to highlight the support of NZ On Air. Our suggested wording is: *"Funded through NZ On Air and supported by the NZ Music Commission"*.

NZ On Air reserves the right to withhold payment or reduce any amount of New Music Project Touring funding in the event that NZ On Air is not acknowledged in any content of your tour

(including content that has been publicly released) in accordance with our Accreditation Guidelines or in an alternative manner approved by us in writing.

Social Media Requirements

NZ On Air, NZ On Air Music and the NZ Music Commission have a presence on most major social media platforms. If appropriate, posts about your *New Music Project Touring* funded tour should tag either the NZ On Air, NZ On Air Music and the NZ Music Commission social media accounts and/or credit them in the caption.

All social media pages created to promote funded tours should acknowledge NZ On Air funding and NZ Music Commission support. This could be tagging NZ On Air and the NZ Music Commission or including the phrase “*Funded through NZ On Air and supported by the NZ Music Commission*” in posts or in page bios/about sections.

Written Application

When acknowledging your funded tour in any written material such as media releases or social media captions, you should include the phrase:

“Funded through NZ On Air and supported by the NZ Music Commission”

Logo Application

The provided NZ On Air and NZ Music Commission touring logo should be placed on any visual collaterals including the tour website or the tour page of the artist website to promote your funded tour.

When using the logos, the NZ On Air and NZ Music Commission logos should be placed on any visual collateral (where appropriate) with the same sizing as any other sponsors, company or organisation logos on the piece of visual collateral.

Alternatively, if the combined NZ On Air and NZ Music Commission logos do not work for your design, then we have provided individual logos of our organisations in the *New Music Project Touring* logo pack which you can download [here](#).

Please see the example tour poster below for logo placement.

Artist Name

New Zealand Tour

Auckland | Date | Venue

Whangārei | Date | Venue

Wellington | Date | Venue

Christchurch | Date | Venue

Dunedin | Date | Venue

Buy tickets at buytickets.co.nz

