GLOBAL PROMOTION FUNDING
Pre-Application Criteria Guidelines

Updated November 2026

Introduction

This document outlines the criteria needed for applicants to apply into NZ On Air's Global Promotion (GP) funding.

Global Promotion is a quick-response fund designed to help New Zealand artists promote their music internationally.

This fund supports the international marketing and promotion of an NZ On Air-funded song or project whether it's part of a planned international release or international opportunity that presents itself. The aim is to help artists reach new global audiences, raise visibility and create new career opportunities overseas through amplifying their funded single or album releases.

GP funding is a contestable co-investment funding stream that is open year-round.

From January – June 2027 there is a $200k budget which is allocated $100k January to March, and $100k April to June 2027. The 2027/2028 FY budget will be published prior to 1 July 2027.

As is our experience, it is inevitable that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.

Pre-Application Criteria Guidelines

For GP applications, the applicant must be applying for the international marketing and promotion of a song or songs resulting from a New Music Single, New Music Project Kids or New Music Project grant. GP funding contributes up to 50% of eligible expenses towards the international marketing and promotion (excluding Australia) in relation to the single or project.

This fund is open to artists who:

- Have received New Music Project, New Music Project Kids or New Music Single funding, and the song or project is about to be released or has recently been released.
- The international marketing and promotion activity is 100% confirmed with data or evidence to verify this.
- Can provide the funds for their 50% contribution with evidence to verify this.

Please note: it is at NZ On Air's sole discretion as who is accepted into applying for Global Promotion funding.

Expression of Interest

Applicants are to contact the Music Team at musicteam@nzonair.govt.nz with an Expression of Interest and are expected to meet certain criteria as detailed above in order to be considered to apply.

The Expression of Interest (EOI) needs to contain:

- The New Music Project, New Music Project Kids or New Music Single grant associated with the funding request including the current status and any remaining drawdowns and deliverables.
- The amount of funding being requested.
- The reason for the funding request with supporting data or evidence
- Topline detail around what the funding is for (i.e. PR costs, physical/digital advertising, plugging into radio and TV, social media campaigns, creator campaign etc.).
- Details of the international partner or contractor.
- The international activity must be 100% confirmed and guaranteed with data or evidence to verify this.
- Evidence of the 50% co-investment.

What will the Global Promotion funding cover?

The funding can cover (but is not limited to) the below international marketing and promotion activity:

- PR costs – engaging an in-territory publicist to create and execute a PR campaign
- Physical or digital advertising
- Engaging an in-territory Radio or TV Plugger
- Social media campaigns
- Creator campaigns
- Promotional trip for a scheduled promotional campaign that requires the artists to do in person interviews or live performances for media
    - this activity cannot be tied into an international tour – this must be a standalone promo trip. International tour funding can be applied for through the NZ Music Commission Outward Sound funding.

This Global Promotion fund is not designed to support attendance at trade fairs or conventions (SXSW, WOMEX, The Great Escape etc.) or for bands/artists to tour internationally. This type of international activity can be applied for through the NZ Music Commission's Outward Sound funding.

For the full list of eligible and ineligible costs for Global Promotion funding, please refer to the Budget Expectations.