MUSIKBÜRO BASEL

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Soundclinic Information Sheet

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Competition for Newcomers

The Soundclinic (SC) is a low-barrier competition organized by Musikbüro Basel that is aimed at newcomers. Bands and musicians (hereinafter referred to as “acts”) apply by submitting a demo song or track. This may be of demo quality and does not need to be fully produced.

The SC considers all contemporary styles of pop music, including both subculture and mainstream genres. The SC takes place twice a year: in **the spring** for rock, pop, soul, folk, singer-songwriter, indie, metal, punk, hardcore, and similar genres; in **the fall** for hip-hop, rap, Latin music, reggae, Afrobeats, electronic, club, R&B, techno, trap, ambient, and similar genres. The Musikbüro Basel office reserves the right to refer applicants to the other SC, even though the genres aren’t always clearly defined and genre blends are welcome. Does your music not fit into any genre? Contact the office - we’ll help you figure out where to submit your entry.

The current application deadlines can be found at www.musikbuerobasel.ch/soundclinic

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Prize

Each year, the SC allocates a total of 24,000 CHF to support emerging artists in the Basel region. A maximum of three participants can win per round. Winners can choose between a cash prize of 2,000 CHF and coaching services valued at 4,000 CHF.

The SC's prizes are intended to support the sustainable development of the act, and are tailored to its individual needs for this purpose. Following the listening session, the winners will be invited to a meeting with the Musikbüro Basel office to discuss which prize is most suitable.

The cash prizes must be used for project-related purposes. The payment terms are determined by Musikbüro Basel.

Coaching Options

The goal of the coaching program is to facilitate the transfer of expertise from professionals in the music industry (coaches) to the acts. The coaching ensures that the acts benefit from the coaches' expertise and network, supporting them in accessing helpful information and partners more quickly. Personal guidance from the coaches helps the acts implement their plans in a focused and structured manner. Based on the acts' requirements, a discussion with the office will determine what type of support is most suitable for them.

For example, coaching is available in the following areas:

- Songwriting and arrangement
- Studio/home recording and mixing
- Production and manufacturing
- Performance, stage show
- Management, self-management
- Band Leadership
- Live Performance
- Promotion and Media Relations
- Booking
- Overcoming Writer's Block and Nervousness
- Networking
- Social Media, Content Creation
- Administration, Work Organization

Different areas can be combined. A coaching program typically lasts one year. The coaching must begin within one year of the date of winning, otherwise the prize will expire.

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Application

The Musikbüro Basel office will review the formal eligibility of an application based on the information provided in the online form and the submitted documents. The expert jury will be announced on the Musikbüro Basel website when the competition is announced.

Application Requirements

The conditions below must be met for an application to be evaluated by the expert jury:

- **Applicants** must demonstrate that they are or have been active and resident in the **Basel region** (as defined by the Northwest Switzerland Transport Association, excluding neighboring foreign countries) and have a direct connection to the Basel region[1] .
- **The song** must be an original composition and, if it has already been released, must not have been released more than one year ago. The song must not be older than two years. Songs written by the artist and rapped or sung over a purchased instrumental track are considered original compositions. This must be declared upon submission. Songs generated entirely by AI may not be submitted.
- Acts can apply each year with a new song, as long as they have not yet been invited to the **listening session** (p. 4) and have not yet received financial support from Musikbüro Basel for this project or act. Once funding (e.g., from RegioSoundCredit or via TransHelvetiQ) has been received, participation in the SC is no longer possible.
- The 8 finalists **grant** Musikbüro Basel the right to make their songs and submitted photo available to the public free of charge on the Musikbüro Basel website.
- Applications must be submitted online via the Musikbüro Basel website. Only complete applications submitted by the deadline that meet all requirements will be reviewed. Questions regarding the application may be directed to info@musikbuerobasel.ch before the submission deadline.
- SC is Musikbüro Basel's **newcomer competition**. Acts that have been active for no longer than 5 years are eligible. New projects by experienced musicians can be submitted to RegioSoundCredit. If you're unsure which funding program is right for your project, please contact the office.
- If a **jury member** of the current SC edition was part of the creation/production of the song, it cannot be used to apply.

On the last page of this information sheet, you'll find a **checklist** of all the necessary application documents.

[1] For bands and collectives, this requirement must apply to at least half of the members. Anyone who no longer resides in the Basel region must have resided there for at least 10 years in the past.

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Application Deadline

The current application deadline can be found on the Musikbüro Basel website. Applications must be uploaded by 24:00. on the specified date.

Adjudication

The adjudication process takes place in two stages and is conducted by an independent expert jury consisting of four music professionals from various genres and sectors of the music industry. The jury's composition changes every two years. The individual jury members are selected by the board of Musikbüro Basel and published on www.musikbuerobasel.ch.

Preliminary Adjudication / Preselection

Two jury members will select 8 songs from the anonymized submissions to be admitted to the listening session. Care will be taken to ensure that a variety of genres are represented at the listening session. The shortlist is final. The applicants will be notified of the expert jury's decision by email shortly after the adjudication.

Listening Session Adjudication

The expert jury will review the 8 selected songs and the acts' profiles and discuss them publicly during the listening session. The invited acts must be present at the listening session either in person or through a representative.

Procedure: The acts take the stage one after another. An excerpt from the song is played over the speakers, the jury provides feedback on the song, and a moderated discussion between the jury and the act takes place. The acts have the opportunity to ask the expert jury questions.

The jury's decision will be announced verbally on site. The jury's decision is final and cannot be appealed. Even if all requirements and criteria are met, there is no legal entitlement to funding.

Evaluation Criteria

The information provided in the submitted application materials is decisive for the expert jury's evaluation. In particular, the following criteria are taken into account when evaluating the song: **musical craftsmanship, originality, lyrics** (if applicable), and **potential for development**.

The **Application Checklist** is provided on the next page.

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Application Checklist

The following must be uploaded via the online form during the submission period:

- Name of the act
- Year the act was formed / Start of production / Start of the project
- Contact person's information: Street/No., ZIP code, City, cell phone number, email address, year of birth, and role in the project / production
- The following information all participating musicians: first name, last name, Basel address or connection to Basel
- Song title
- Creation or origins of the instrumental track and the song
- Time period during which the song was created
- Release date of the song (if already released)
- Genre(s) of the song
- Confirmation that the act will be present at the listening session on the day of the event starting at 6:00 p.m.
- An MP3 file of the song, labeled with the song title (without the act's name, to allow for anonymous adjudication)
- Photo (JPG, PNG, labeled: Act Name)
- Lyrics, if available (PDF)
- Optional: Question(s) currently on your mind regarding making music
- Optional: Social media accounts

This information sheet is an integral part of the competition. By submitting the application form, applicants confirm that they have read and understood the contents of this information sheet and acknowledge its validity.

The current application deadlines, forms, addresses, contact persons, and further information can be found on the Musikbüro Basel website: www.musikbuerobasel.ch