

# Hitmaker - How To Apply Video

## 2024 - PRS Foundation

[00:00:00] Hi, I'm John Hendricks, Grants and Program Manager for the Hitmaker Fund. Welcome to the How to Apply Webinar, and please don't forget to subscribe and click the bell to never miss an update from PRS Foundation's YouTube Channel. Hitmaker Fund offers an opportunity for songwriters and producers working in popular music genres to further develop their careers with grants of between 5,000 and 10,000 pounds launched in 2017 as a response to the long-term career needs of those working behind the scenes.

The Hitmaker Fund, formerly the Writer producer Fund, is now. Delivered by PRS foundation. This funding scheme is not for performing artists and bands. The hit maker fund is intended to support behind the scenes, songwriters and producers with demonstratable track records. If you're at the early stages of your career, please consider funding options, [00:01:00] including the Open Fund for Music Creators.

Going to talk now about the eligibility for the Hitmaker Fund. If the answer to these questions is yes, you may qualify for the Hitmaker Fund and should consider applying. Are you at the crucial tipping point stage in your career? Do you have a previous track record of getting recent cuts, co writes and collaborations?

Are you proactive with your own career? Are you clear on the types of records you write? You want to write and produce? And lastly, are you able to propose where the funding will be spent, how it will help take your career to the next stages and develop you creatively and professionally? We are unable to support artists who are assigned to major labels and songwriters and producers that have major publishing deals.

Applicants must have at least five credited works registered with PRS for music. This means a reputable song that has national radio [00:02:00] play, streaming plays, or is from a reputable writing camp. If you have been booked to take part in a one off international writing camp, including a camp associated with an international showcasing event, for example, South by Southwest songs, you should instead consider applying for our international showcase fund, which is funded specifically for this kind of activity.

Applications must submit at least two commercial exploited works for consideration and advisors will listen to the, in the assessment stage of the round. I'm going to talk now about who can apply. You must be a

UK based songwriter or producer with a previous professional track record as a writer and producer. You don't have to be from the UK, but you have to be a resident here to apply at the time of application. If you are a [00:03:00] songwriter producer that is also a performer, you cannot apply in a performing capacity.

You will have to state your case as a producer and a songwriter only. Performing producers and DJs should apply for artist based projects through the BPL Momentum Fund or the Open Fund for Music Creators. The songwriters and producers that apply must be registered for PRS for Music and must have a CAE number.

Applications can be made by the songwriters and producers directly or by their representatives, that being a manager, music publisher, lawyer, or trusted advisor. If you are signed to a major publisher, then you will be considered. not eligible to apply for this fund. If you are coming out of a deal, then you have to come to the end of the deal and include this as evidence in your application form.

Once you've come out of the deal, you will then be considered eligible to apply. I'm going to talk now about what we can fund, what we can't [00:04:00] fund. The Hitmaker Fund is looking to actively support a number of areas that combined should support your career development. Activities that include time to create, which is time in the studio, writing, you can apply for a day rate.

And you can look at websites like the Music Union for guidance on day rates, training and skills courses at places such as Pointblank and SAE. You can apply for creative and professional development with detailed evidence of the activities that you propose for this. You can apply for studio hire. You can also apply for purchase of equipment, software and hardware.

If you're applying for the maximum 10, 000, then you can only use 2, 500 as only up to 25 percent of your costs can be covered by your grant for this particular category of funding. So purchase of equipment, software and hardware. You can [00:05:00] apply for maternity leave and child care, and you can also apply for international activity that could build your profile.

I'll benefit your career, your creative development activities such as songwriting camps abroad meetings or sessions with other music creators would be considered for this. What we cannot fund, van and car purchase, international touring, support of a roster of writers and producers. Each application must focus on one music creator.

Projects requesting funding that can be covered by a deal that the music creator has with a label, publisher, or management company, or any other relationship. If you have a specific query about this, then please email us at info at PRSfoundation.com and we can come back to you about your specific query.

[00:06:00] Cannot fund capital projects such as building works and also for building a studio is another activity we cannot fund. You'll be asked in your application to detail any label publishing deals that you currently have and you'll be given the opportunity to explain why they are unable to cover the costs of your project.

Going to go through some of the most common reasons applicants are unsuccessful. Many applicants meet our funding criteria and score well, but due to high demand, it means that we prioritize the highest scoring applications. The competitive nature of this fund, in most cases, is the reason an application has not been funded.

Some of the other reasons are some applications are eligible because they're applying for activity that is happening before the decision date. Applicants apply for 100 percent costs from PRS Foundation are unlikely to be selected.

[00:07:00] We cannot fund, unfortunately, projects fully. You'll be expected to have some sort of income from other areas to help develop your career as you are a music creator that is on the tipping point of your career.

The activity plan submitted does not demonstrate how funding would be, have a significant impact on the career. Also, the activity did not highlight clearly why funding is needed. And finally, the application did not show enough confirmed provisional activities in detail. Talking about the crucial tipping point PRS Foundation understands that the journey for each music creator is unique and therefore we are not prescriptive as to what constitutes crucial career tipping point.

This may vary between music creators. However, we do expect the applications can demonstrate a strong track record and have at least five songs credited in your application. [00:08:00] If you are a manager of a songwriter or producer, you can apply for a cost covering Your time for project managing. Many

applications are made by artist managers on behalf of songwriters and producers.

Songwriters and producer managers make a significant contribution in terms of planning, managing and implementing planned projects. Managers who are able to justify project management costs. Allocations may include a fair sum under additional expenditure column with the expenditure section of the hitmaker fund budget.

So we're going to go on to the application form. I'm going to bring it up right now.

Hi there, when you log in and you set up your account in our Flexi Grant Portal, you will then find that you have [00:09:00] funds that you can, that are open that you can start an application with, you go to the Haymaker Fund 2024, you can click on it

we've got some information here about the fund and then you've got some information there. More information about guidance about how, what we need from you. You can then click the read and understand it. I've already gone through all this in the beginning of this video. You then click through and then you will start your application.

You have seven sections starting with the eligibility. You click through to the eligibility fund. You will then be asked to complete a following eligibility quiz before starting the application project is ineligible for support. Please do not continue for the application as it will not be considered for support.

If you go through and then you click that you have read the guidance. [00:10:00] You consider yourself a success in summarizing career. And have you got a previous track record, you should click yes, you would then click yes to being a PRS number as that is, you then must have your CAE number,

whichever your number is you then click that you have a yes, you have a registered home address in the UK. And are you seeking funds for an activity that happened before our decision date? Now the decision date for this round is December, October 2024. So as mentioned before, any activities that you list in your application prior to this date, would be considered ineligible.

So be, make sure that if you are looking to be, have funded activity that it is taking place after this date.

You then look at have you received Hitmaker or Right to Produce a grant support before? The answer should be no. [00:11:00] If the answer is yes, then you are not eligible. And then have you received any next level support? From PPO momentum fund or composers fund. If you previously received the support and you must get in touch with 1 of the team applications at PRS foundation.

com to discuss whether you'd be eligible for, permitting. If the answer is no, you're fine. If the answer is yes, then you need to receive permission from the members of the grants team to apply. Do you consider yourself a behind the scenes, non performing songwriter or producer? As mentioned before this is only for behind the scenes producers and songwriters, not for performing artists.

So you would put, if you put no, you get a red notification about you not being eligible. If you put yes, you will be able to continue. You then must state whether you're a combination of both or a songwriter or a producer. Is your activity going towards your career development? You must click yes and then you [00:12:00] can move on to the next section.

The next section is about you. So you would have already filled in your details that will automatically fill in your address and details that we have on in your account. You would then explain whether you're a songwriter, producer, other representative, or a manager, filling this on behalf of the person who's looking for funding.

You'll then tell us the name of your artist, that's your songwriting career, sorry whether you've got a production name or a songwriting name which is different to your name, please put that in.

And if you are applying on behalf of a music creator, we will ask you to give us a direct contact email for that particular music creator in the application. This is because the lead applicant will be the main contact for all the correspondences. application. As a talent development funder, our grants are always for [00:13:00] the development of the music creator and it's important that we are able to ensure that we are able to satisfy our funding partners and our board that the funds are being spent for this purpose.

One of the ways that we are able to provide insurance is by making sure that we have contact details of the music creator this funding is intended to support. We may contact the music creator directly to verify any information in the application Or following successful award and completion. If you are applying on behalf of a songwriting group, how many people are in the group, you can

then put, if there's one or two, if there's none, you don't need to put anything in here if it's just one person.

But if you are, if you're a production duo, then you need to tell us how many people, two, is in the duo. We then ask you some questions about where you're currently based.

I'm based [00:14:00] here and also where you're originally from if you've changed. So you could be from an outside of the UK, or you could be from one of the countries within the UK. And also tell us what region you're from, which again, if you are from international, I believe there is a section which says international.

You're also asked to provide a link for our website. To your website, sorry. If you would like to provide a link to your website or a social media account, if you do not have a website, that will be helpful for the advisors to assess and have a look at your career to date. You'll then be asked about whether you've applied for funding before.

You can put yes. And if you put yes, you will then state what funding you have received. If you put no, then you will not have to answer that question. Oh, sorry, where you've applied. And then the next question is about whether you've received funding or not. If you put [00:15:00] yes, then you'll put which fund you've received so we are aware.

You then let us know the total amount you are requesting between the 5 and 10,000,

and then if you would like to tell us your total project costs. Remember that we cannot support 100 percent costs, so it should be over your project costs.

And then if you could tell us where you heard about the Hitmaker Fund,  
and if you could also tell us.

If you'd like us to pass on your details, if there's any opportunities that come either by our organization or from some of the partners, you could then click and then if you click that you'd like us to pass on, then you may receive emails from some of our partners or some of the opportunities that we have.

If you do not want us to, then you can put do not pass on and we will not, your data will [00:16:00] not go any further. The next section.

is your music. We ask you to provide two commercially exploited works and five musical examples. Those two works that we ask you to write, there must be links that take us to a website where we can listen to the music of the main music creator involved in the project. It's important those links are available for at least 12 weeks.

And if there is, if it is a private link and requires a password, that is again available for 12 weeks, as that is the time that the, application to assessment to decision process takes. Please don't send stuff like SendSpace, Dropbox. You send it, Facebook, MySpace, or Last. fm. As some of our advisors may not be able to access these [00:17:00] services.

Once you add your tracks, you please, if you could put the name of the artist, the name of the track, the release year, the percentage of the cut that you have, and then a link to it. So if you have 50 percent of the track, please put it down. If you have 12. 5%, please let us know how much percentage of the track you have.

And then afterwards, if you could put five examples of music that you've worked on as well, put in the artist name, track, and the link, and then. We also ask for the last three writing and production credits that you have that have been released. This can include musical examples provided above. But if you could let us know the last three commercially released songs that you've worked on and put them in this link as well.

So we have an idea of what has come [00:18:00] in the most, most recently from your catalogue. How many years you have been writing and producing music, we would like to know the answer to that. And also we have a selection of genres that you can choose from to tell us what genre you work in predominantly.

And then there's also, if you have a more specific genre, you can maybe find something that helps us pinpoint exactly where you are. So you could be a hip hop rap. Genre specialists, but you also specialize in grind. So we can pinpoint exactly your genre that you predominantly work in. If you have another occupation other than music, please do let us know.

It is we know that a lot of songwriters and producers are self employed and freelance and occasionally do part time or even full time work to [00:19:00] supplement their income. Please do let us know if that is the case for you.

And please do let us know if it is a mix of full time and part time or full time.

On to the next section, which is you to tell us about your career to date.

In the first box, we ask you to provide your career to date including any significant successes. So details of your current success in the UK and internationally, track record of previous writing, production and engineering credits, level of industry interest from labels, publishers, library companies, sync companies, any company that can that you'd like to include that you feel has shown a massive interest in your in your songwriting and production, and any significant radio play artists you've worked with and their successes off the back of some of [00:20:00] the music that you've made with them and bands you've written with and produced for across whether it's just the UK or overseas or any press they've had that may be significant, particularly on the music that you've worked on, then we ask you to let us know about who you're working with already.

So if you have management, the bands and artists that you're currently working with as a songwriter and producer, any labels that you may be doing some cuts for any publishers that you may be having sessions with some of their rosters, or you have a independent publishing deal yourself. Any co writers that you work with who are not necessarily artists, but also people that may be top liners.

If you're a producer and you work with any top liners, or if you're a top line and you work specifically with a bunch of producers, let us know you work with any engineers. Lawyers, if you have a lawyer, let us know your lawyers at any, only plays a significant role in your career so far. It could be [00:21:00] anyone from a day to day diary manager or people that really helped your career on a day to day basis.

Next question. If you are working with a manager, please do tell us the track record of them developing. songwriters, producers, and music creators with a maximum of 150 words. And then if you could provide us with details of any additional music business activities that you do. So you could be a session musician player, a DJ, maybe you are an engineer for artists who go out live and you're touring with them.

Any of those kind of. roles that occasionally songwriters and producers are more than just songwriters and producers and do other roles, please do let us know what they are. And then if you could tell us how much you've made income related to music only in the last 12 months, this can include [00:22:00] your PRS income, production fees, sync fees, royalties, anything that is to do with music.



It should not include additional unrelated income such as music featured.

And the next question is, what were the main revenue streams that contributed to the above income from the past two, over the past two years? So if you'd like to put the main sources of revenue that have come from those last 12 months, but maybe come over the last two years as well,

this next page is about your activity. So this is particularly about the activity that you're asking for the grant for. So we asked you what type activities you're applying for, you could say one you could say writing camps, co writes, collaborations, professional [00:23:00] development, training, international activity, time to create.

If you want to put what the main focus is, you may have two or three or four of these elements within your your proposed plan. But I think if you want to put the main one in there, that the funding is going majority towards. And that would work. Then you let us know if it's involved in the activity overseas.

If it is, if you could please elaborate on the international activity that you're participating, including evidence of credible writing sessions and meetings. There's more detail you put in this part. Within reason, the better and it's only 100 words, but if you can put credible songwriting sessions that may be happening, like you may be going to L. A. to work on a session for a big pop artist that is signed out to a label in L. A. If you want to put down the details of who's asked you to go, if it's an A& R, if it's the artist management then that will help your application.

Please give us [00:24:00] the detail of how requested funding will be used what you would aim to achieve. So here, the type of proposed activities, details on collaborators, partners or team members involved, how the activity will develop your creative, you creatively and professionally, and how the activity will take you to the next stage of your career.

So this part is really about explaining the benefits of you doing these activities and how it will really help. Take your career to the next level. And then you tell us why the activity is suitable for funding through our Hitmaker fund, explain how the activity will have a significant impact on why PRS Foundation support is needed.

If you are signed to a publisher or record label, please provide companies names and basic details of the current deal. And if you are signed to a publisher or record label, and you have agreements with any investment companies at all,

please explain why these companies or group of companies are unable to support.

The proposed [00:25:00] funded activity that is basically we're asking you for details to begin with of who is working with you on that capacity and then why they can't support your activities as you would hope they would.

Next we ask, please tell us why is the right time for you to receive Hitmaker funding. Now this is for you to tell us why you're at the crucial tipping point of your career development and how this fund will make a significant impact on your career.

This is A monitoring question in terms of like, where we, where do you see yourself in the next three to five years? And how will the funding help you get there? What are your goals that you want to achieve? If you give us at least three measurable outcomes that you can refer back to when you complete your final evaluation report, which we do if you are successful and then you have finished your activities, we will then send you a final evaluation report and we will refer [00:26:00] back to these three measurable outcomes that you put in your original application that can include stuff like future collaborations or releases, increase the number of streaming figures and all PRS royalties that you receive, your creative or professional development or sync placements or label and publishing deals that you hope to get in the future.

Please provide a supporting statement from a person involved in your career as a songwriter, producer, for example, a lawyer you've worked with or collaborator, someone you wrote music with, your current manager, followed by a full name and email address. This should not be written by the songwriter, producer, manager, or anyone applying on behalf of the songwriter, producer.

So if you are, the supporting statement has to be not by your director manager, but if it's a manager of someone that you're working with, or if it's an A& R who is interested in signing you, but hasn't yet to a publishing deal, [00:27:00] or it's a collaborator that you work with, like a producer or a top line writer there shouldn't be this statement should be written by the music creator who's looking for the funding or a manager who's involved in applying.

Next, we get on to the budget. Now, it's a relatively simple budget template. You can apply for between 5, 000 and 10, 000 that will contribute to your development. Need to see the the budget balance towards the end. Now, when I go through this, you will understand what I mean. So the first section you fill out is the expenditure.

So this is where we have a description of the kind of costs you have for example, studio hire costs relating to songwriting camps or co writes, creative and professional development, training skills, courses. international activity project related maternity or paternity or child care costs, which you fill in the details, time to create if you've justified in your application, purchase of equipment software or [00:28:00] hardware, expenditure, additional expenditure one and exclusive expenditure, additional expenditure two, contingency up to 10 percent for unforeseen spending.

So in this section, if you are putting in If you're putting in description and notes, we'd expect you to give us, although the boxes look small, you can fit quite a bit in there talking about your activities that you're doing. If you want to be really specific about how much time you're going to hire in a studio, and the cost it will cost you per day.

And then if you want to put the total in here, and then you need to select whether this amount will be funded, will be covered by the fund or not. If you are having. Your funding stretch across multiple categories of expenditure here, then it is always good to put the amount that you expect it to the amount of the grant.

You expect to cover each category. At the end of your notes and description here, for example, [00:29:00] if you are looking for flights, you would put in your flights to LA and you put in the amount that they would cost 800 pounds. Thank you. Return and then you would put an accommodation.

Have I spelt that incorrectly? I believe I have. Accommodation let's say 500 for 5 nights. And then you'd put how much of the funders, you'd put Hitmaker. Covering if the,

so that would be a total of 800 and 500 is 5 1, 3, 1, 1, 3, 0, 0. So you put hitmaker is covering,

and it's out of the bound of that. [00:30:00] Oops. So it's always good to tell us how it just shows that you better plan and you've really thought this through that if you're telling us how much of the fund is covering what in regards to. So I'm going to put basic fees in here. Now, ideally, in the section before, when we ask you about your amount you're asking for in your total budget, it really should match up with that page so that we know that you have really planned and thought through your application.

If you if you're looking for this amount from the Hitmaker Fund and you're and your budget, your total expenditure comes to 11, 300. You've asked for 5, 000 from Knitmaker Fund. You need to make sure that in your [00:31:00] income, it matches the 11, 300. Now you can put again in your income. We've got PRS for music income, which is your royalties that you collect from PRS Foundation.

From PRS for music. Apologies you can put that as confirmed or unconfirmed. So if you know that, if you know you're gonna get a certain amount of money, you can put that in, but if you don't, you can put the amount that you think you're gonna get from previous statements that you've had. If you then want to put, and the other money that you could be contributed, so you could be getting producer fees from particular. Work you've done prior, which you want to invest back into your career, which you put in there. And if you can see my discrepancy in income and expenditure is now down to zero. There is no definitive, you must have so much confirmed amount or unconfirmed amount.

In fact, this [00:32:00] shouldn't even be in here. This should be in here because it's unconfirmed. We're hoping you get the fund, but until the decision date, no one knows. So I think the key is to have a strong plan. And if you can show income, whether it's confirmed or unconfirmed, that makes sense to our assessors, then you're likely to be funded as long as you have a strong application.

There is in regards to the income, you can have contribution from your publisher, management company, or any other as well as from record royalties or producer fees from previous works other donations, money raised through individuals or private companies, you've got your Hitmic Fund, and if you have any additional income some people, for example, have sync income, which they can put in here and it's any music related income that's going back into your project.

This is an underrated part of the [00:33:00] application. If you have figures for in kind income, for example, you may have a great relationship with a studio and they allow you to use their studio in their downtime when they don't have anyone in there. And if you were to pay for it, it may come to four and a half thousand pounds over a period of time.

So if you. We'd like to put that in and then state to in the box below that part, explaining to us what the in kind income is, which is obviously if I'm saying you've got studio time of up to four and a half thousand pounds for free, then you can put that in and then that will let us know if there's any support without any costs attached to them.

Finally, after you've finished your application and you've talked about your project told us about your career and also done the budget, we ask some monitoring questions we request information from applicants for all programs for monitoring and [00:34:00] reporting purposes. We're open and accessible and inclusive funders of new music and believe that the success of music we fund is driven by the diversity of people who create it.

So we ask questions about your age which is the following best describes your ethnicity of the main music creator. If you're selected if you've selected ethnicity as other, if you could please let us know

if you could please let us know a more specific description of your, of the ethnic, of the ethnicity that best describes the music creator. Ask a question about. the sexual orientation of the music creator, which you can either fill out one of the options or you could prefer not to say.

Which of the following best describes the main music creator's gender? Again, we ask for a gender [00:35:00] identity, but again, you can prefer not to say. And then we ask if you, if your gender identity is the same sex as you were assigned without birth. Does the main music creator have a long term health condition or impairment affects them day to day?

You can either put no, yes, or prefer not to say, or unknown. We then have monitoring questions regarding the creator's whether they just identify as deaf or disabled, and does the main music creator have any access requirements? So you can either again put yes, no, or not known. If you have a yes, please then do detail what your access requirements are.

And then we have some questions about schooling of the main music creator attended between the ages of 11 and 16. There's the options there. And if you select which option is closest to you. Your schooling situation between the ages of [00:36:00] 11 and 16, and then we have some more questions about qualifications, occupation of the main creator's main household earner when they were 14.

These are all monitoring questions that you can fill out if you wish, or you could put you prefer not to say. Again, this is just for our reporting and monitoring and it will not be passed along to any assessors or or any of the partners. That is it for now. Wishing you all good luck with applying for the hit makeup fund.

And yeah, I hope this has been helpful. And if you've got any questions, please go to [info at PRS foundation. com](http://info@PRSfoundation.com). And we can answer your queries if you have any specific [00:37:00] queries.