We Match Artists With Presenters

IMTour™
INFORMATION PACKET

IMTour™ is a service of WESTAF.
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WHAT IS IMTOUR™?

Independent Music on Tour (IMTour™) is a web-based system that facilitates the booking of contemporary independent musicians by nonprofit presenters. The site allows nonprofit presenters to apply for funds channeled through state, public, and private organizations for the presentation of an adjudicated IMTour roster artist.

Created by musicians for musicians, IMTour offers independent artists support via exposure to new audiences, shows at different venues, and, most importantly, performance opportunities at nonprofits. With the ability to cycle grant money and artists application fees through the website, IMTour offers a multitude of financial incentives for both musicians and presenters that have not previously been available.

IMTour is a service of WESTAF (Western States Arts Federation), a regional nonprofit arts service organization whose mission is to strengthen the financial, organizational, and policy infrastructure of the arts in the West. An experienced technology developer of systems built for the arts, WESTAF connects art, technology, and leadership to engage cultural communities in positive transformation. Through innovative programming, advocacy, technology, research, and grantmaking, WESTAF assists state arts agencies, arts organizations, and artists in their quest to serve diverse audiences, enrich local communities, and provide access to arts and arts education for all.
BENEFITS

Nonprofit presenters in the West that are 501(c)(3) or the equivalent can set up a profile, send out calls for bands, and then apply for funding to offset the artistic fees. Presenting IMTour roster artists is a way to bridge the gap between the for-profit and nonprofit worlds, as well as engage with new and developing audiences.

Nonprofit Presenters

- Create a profile and add information for all of your venues
- Post open calls to artists
- Search and review artists’ online Electronic Press Kits (EPKs)
- Contact (and book!) independent musicians using the site’s integrated communication tool
- Apply for IMTour grants
- Build new audiences

Musician Benefits

- Create a profile with an Electronic Press Kit (EPK)
- Browse and apply for show opportunities
- Have music industry experts review and comment on EPK
- Search for and contact nonprofit presenters directly through the site
- Build a following with new audiences in the nonprofit presenting space
ELIGIBILITY

IMTour Roster Eligibility

- Musicians cannot currently be signed to a major record label.
- The program seeks to connect independent acts to nonprofit arts presenters; musicians with extensive experience in nonprofit arts touring are ineligible.
- The program enables the booking of tours, musicians must be “tour-ready.”
- Musicians may perform any genre, but original and innovative music is desirable.

IMTour Performance Grants Eligibility

For detailed guidelines, please visit: imtour.gosmart.org

- Applications are for the presentation of IMTour roster artists/bands only.
- Applicants must be a nonprofit performing arts presenter, tax exempt 501(c)(3) or the equivalent, not producers or touring artists.
- Applicants must be incorporated and currently conducting business in one or more of the following states: Alaska, Arizona, California, Colorado, Hawai‘i, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, or Wyoming.
- Applicants must have a completed venue profile in www.imtour.org.
- Applicants must have presented one performance by a paid professional artist/company within the last three years.
- Projects must include at least one public performance—a performance that is marketed to and open to the general public.
- Projects may include at least one outreach activity with an educational component with IMTour artists.
- Applicants must submit their proposal 12 weeks prior to their event date for events that take place within 12 weeks and 18 months.
QUICK START GUIDE

For Venues

2. Complete your profile by adding information about your venues, including images, capacity, and genres.
3. Browse artists, review their EPK’s, post an open call, or choose a roster artist.
4. Apply for funding to present a roster artist at imtour.gosmart.org.
5. Enjoy the show!

For Musicians

2. Complete your profile by creating your EPK with photos, audio, and video.
3. Upgrade your account to premium for expanded EPK’s and access to opportunities.
4. Apply to be on the roster and have access to grant funds for your tour.
5. Premium or roster artists can contact presenters or apply for open calls.
APPLICATION PROCESS


2. Search artist EPKs in IMTour site or post an open call.
   a. Premium or roster artists can apply to and win open calls.
   b. Presenting organization can contact premium or roster artists through IMTour and negotiate an engagement.

3. Roster artist and presenter complete their negotiations and finalize a contract.

4. Presenter begins the application process.
   a. Presenting organizations should complete IMTour grant applications no later than 12 weeks prior to the event for events 12 weeks to 18 months in advance.
   b. Apply for a grant* at https://imtour.gosmart.org
      ● As part of the grant application, applicant will paste the roster artist's EPK into the application, upload a nonprofit determination letter, and artist contract.
      ● Deadlines are rolling, but grants will be awarded on a first come, first served basis.**
      ● Presenting organizations can apply for up to two separate IMTour grants within one fiscal year (Sept 1, 2017 to August 30, 2018).

* IMTour grants are applied to artistic fees for IMTour roster artists only. Grants will be awarded at 50% of the artistic fee, for a maximum of $2,500. In some instances, the presenting organization may need to match the funds on a one-to-one basis.
** Grants are awarded upon successful completion of the event as documented in the final report.
SUGGESTED TIMELINE

Beginning Steps

- Log in and complete IMTour venue profile.
- Choose a roster artist - post an open call or browse the list.
- Complete negotiations and draft a contract with the artist.
- Complete the IMTour grant application no later than 12 weeks prior to your event.

Next Steps

- Grant adjudication (4-6 weeks).
- Applicants are notified no later than a month prior to the event.
- Awarded grantees receive an award letter and grant contract.
- Sign and return the award letter and contract to WESTAF.
- Events planning to send marketing collateral should begin the design process and select a print/mail vendor. (All promotional materials must credit the IMTour Program, State Arts Agency, and the National Endowment for the Arts.)

Final Steps

- The event takes place!
- Upon completion of the engagement, the presenting organization submits the required final report. (Deadline is 60 days post-engagement.)
- IMTour staff processes the final report (monthly).
- Awards are disbursed (6-8 weeks from notification of final report approval).

Questions?
Contact imtour@westaf.org.