

APPLICATION REGULATION

IBERIAN FESTIVAL AWARDS



9th edition, March 15th 2025

Host City: TBA



IBERIAN FESTIVAL AWARDS

The Iberian Festival Awards will hold their 9th edition in 2025, in a host city to be announced in September. These awards are intended to recognise the Iberian sector of events, taking place since 2016 and having already passed through several host cities: Lisboa, Barcelona, Maia, Vigo or Granada.

The **9th edition of the Iberian Festival Awards**, integrated within TALKFEST – Music Fest Summit, **will take place on the night of March 15th, 2025**, with several points of attraction:

- 24 categories with Iberian and national winners (decided by the public and/or panel of judges) with in-person award delivery;
- 2 Excellence Award categories (direct nomination for personality and entity of the year at Iberian level) with in-person award delivery;
- Live Acts during the gala of artists/bands from Portugal and Spain;
- Red Carpet
- Open Bar & Tasting from the opening of doors until the end of the afterparty;
- Lounge & Networking area with DJ, brand activations and many surprises.

Doors open at 18h30, the gala starts at 21h00 and ends at 00h00 and the afterparty will run until 02h00 – local time.

With the aim of enhancing the recognition, credibility and notoriety of the Iberian Festival Awards, as well as the feedback provided by its agents, adaptations were made to the process inherent to their applications for the **9th edition** – which takes into account the calendar year of 2024 (January to December). These changes mainly concern the **evaluation of the process and the categories subject to application, which are adapted to the current situation in the sector.**

The descriptive of the **26 categories** for the 9th edition is presented below, with the main changes being:

- Elimination of the “Best Lusophone and Hispanic Festival” category;
- Introduction of the “The Event Safety Award”;
- Festivities, academic festivals and non-music festivals may now apply to the following categories: “Contribution to Sustainability”, “Contribution to Equality”, “Best Communication & Marketing Strategy” and “The Event Safety Award”.

IBERIAN FESTIVAL AWARDS

Category	Entities eligible for application	Who decides	Countries that can apply	Description
01. Best Major Festival	Music Festivals	Public	Portugal Spain	Festivals with more than 10000 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming
02. Best Medium-Sized Festival	Music Festivals	Public	Portugal Spain	Festivals between 1500 and 10000 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming
03. Best Small Festival	Music Festivals	Public	Portugal Spain	Festivals with less than 1500 people/day (held on a single day or several consecutive or interpolated days), with music as the main cultural discipline in its programming
04. Best New Festival	Music Festivals	Public	Portugal Spain	New festivals, formats and redefinition of concepts happen every year. These festivals help to provide new requirements and exceed expectations of festival-goers, artists and partners (1st edition in 2024)
05. Best Indoor Festival	Music Festivals	Public	Portugal Spain	Music festivals (held on a single day or several consecutive or interpolated days) using concert halls or existing indoor spaces as the predominant type of venue. This allows them to occur at any time of the year.
06. Best Touristic Promotion	Music Festivals	Jury	Portugal Spain	Events that integrate promotion strategies and synergies that attract visitors and tourists at a regional, national and international level
07. Best Cultural Programme	Music Festivals	Jury	Portugal Spain	Music festivals that add other parallel cultural activities to the programme (e.g. documentaries, theatre, visual arts, comedy, workshops, activities for children)
08. Best Communication & Marketing Strategy	Music Festivals Festivities Academic Events Non-Music Festivals	Jury	Portugal Spain	The success of an event depends on its communication and marketing strategy - being effective, coherent and creative when it comes to media relationships or good use of social media will attract more audiences, partners and better concerts
09. Best Hosting and Reception	Music Festivals	Jury	Portugal Spain	The public and artists have become increasingly demanding and oftentimes the difference can be in knowing how to receive and treat them. Human resources (e.g. VIP area, camping, backstage, partners, security, medical staff) and other factors can enhance the festival experience and keep them coming back to the festival
10. Best Live Performance – band format (PT/ES)	Music Festivals Bands Artists Agencies	Public	Portugal Spain	Performances by national artists/bands (from the country where the festival takes place) at music festivals that stood out and became memorable
11. Best Live Performance – band format (INT.)	Music Festivals Bands Artists Agencies	Public	Portugal Spain	Performances by international artists/bands (not from the country where the festival takes place) at music festivals that stood out and became memorable
12. Best Live Electronic Act – Dj format	Music Festivals Djs Artists Agencies	Public	Portugal Spain	Performances by Iberian or international Dj's at music festivals that stood out and became memorable
13. Contribution to Sustainability	Music Festivals Festivities Academic Events Non-Music Festivals	Jury	Portugal Spain	Concern with social, economic and environmental issues is now central. It is important that festivals educate the public, partners and society to help create new behaviours and adapt to new legislation

IBERIAN FESTIVAL AWARDS

14. Contribution to Equality	Music Festivals Festivities Academic Events Non-Music Festivals	Jury	Portugal Spain	The concern with equality – in terms of art, work, accessibility or opportunities – is an increasingly important action of festivals that are thus optimising their productions, perceiving the demands of their audience and including all their stakeholders.
15. Best Festival Photo	Photographers (amateurs and professionals) Music Festivals	Public	Portugal Spain	Intended for the best snapshots taken at Iberian music festivals by amateur or professional photographers
16. Best Video Coverage	Videographers Video Companies Music Festivals	Public	Portugal Spain	Destined for the best videos made in support of Iberian music festivals
17. Best Service Provider	Organisations that provide services in a festival context	Jury	From any country, but operating in Portugal or Spain	Services provided by different companies at music festivals in Portugal and/or Spain (eg. security, audiovisual, ticketing, scenography, emergency, bars, cleaning, catering)
18. Best Brand Activation	Brands and organisations that carry out activations at festivals	Jury	From any country, but operating in Portugal or Spain	Festivals (Portugal and Spain) are one of the most desirable markets for brands to increase their awareness and connect with their audience. Over the years, brands have brought new ways to surprise, attract and retain the public that visits these events
19. Best Venue	Music Festivals Cultural Venues Outdoor Venues	Jury	Portugal Spain	The venues where festivals take place are an important part of their success. This category will serve to reward them, thus valuing the connection to heritage, architecture and facilitation of infrastructures for festival productions. This applies to places that hosted at least one festival throughout 2024, whether indoors or outdoors
20. Best Academic & Youth Festival	Academic, Children's, Family and/or Youth Festivals	Public	Portugal Spain	Festivals, with a predominance of music, organized specifically for children and young people, academics and/or families
21. Best Non-Music Festival	Festivals	Public	Portugal Spain	Recognition of festivals whose primary cultural area is something outside of music (e.g. theatre, photography, cinema, gastronomy, performing arts)
22. Best Festivity	Parties / Festivities	Public	Portugal Spain	Cultural and popular events that are characterized by having a large crowd of people based on parties, fairs and exhibitions that have music as the main source of attraction and communication
23. The Event Safety Award	Music Festivals Festivities Academic Events Non-Music Festivals	Jury	Portugal Spain	With a focus in the security area of events. It can be an innovation, a well-established procedure or the documentation of a development process that heightened the health and security, protection and service to the public, partners and/or the work conditions for the staff.
24. Best PRO Event	Professional Events	Public	Portugal Spain	Events that bring together professionals from various areas and sectors (e.g. music, cinema, new technologies, science, tourism) and that take the form of conferences, meetings, congresses or fairs
25. Excellence Award [Personality]	Direct nomination + associate consultation + jury consultation	Aporfest	Portugal Spain	Recognition of a personality whose role, vision and energy in favour of the music festival industry is carried out in a dynamic, creative, aggregating and positive way
26. Excellence Award [Entity]	Direct nomination + associate consultation + jury consultation	Aporfest	Portugal Spain	Recognition of an entity whose role, vision and energy in favour of the music festival industry is carried out in a dynamic, creative, aggregating and positive way

IBERIAN FESTIVAL AWARDS

- a) **Applications must be made with registration in at least one of the 24 competition categories for voting by the public or panel of judges (note: the Excellence Award categories are by direct nomination);**
- b) **Applications must correspond to actions taken in the panorama of festivals throughout the calendar year of 2024;**
- c) **Applications must always be adapted to the nature of each category**, and may be submitted by: festivals, festivities, venues, brands (partners and/or sponsors of festivals), agencies, bands/artists, concessions, service providers, photographers or videographers (video companies). **Each category can only have as candidates the eligible entities and countries (see table above);**
- d) Applications only take effect by completing a specific form, available to fill in from **June 17th to August 30th, 2024 (1st phase – before the Host City announcement) and from October 1st to November 29th, 2024 (2nd and 3rd phases – already with the knowledge of the Host City)**, indicated on the official website: www.talkfest.eu. They should preferably be written in English;
- e) Applications must always be accompanied with as much information as possible for their correct evaluation. **Aporfest - Associação Portuguesa Festivais Música**, an entity within the European Festival Awards network (which organises the UK and European Festival Awards) is the main organising entity of the Iberian Festival Awards, validating applications for later analysis by the panel of judges (composed of 9 or 12 elements: Portugal, Spain and international) or from the public;
- f) Nomination categories and categories that may have few entries from one of the countries (Portugal or Spain), will have only one Overall Winner instead of two National Winners;
- g) Only the winners of the Excellence Award categories can be informed, prior to the gala. **All other winners will only be known at the time of delivery of the corresponding awards.** The prize is only delivered in the gala;
- h) Aporfest - Associação Portuguesa Festivais Música only takes the final decision on the winner, after consulting its members and jury, in the Excellence Award categories (personality and entity of the year);
- i) All categories will have associated product offers (given by the organisation and sponsors) and some categories will have Prize Money made available by the organisation or event sponsors - indication placed on the website and updated until the event;
- j) It is always assumed that all information sent in the applications is correct. Any inconsistency or reported complaint will be subject to analysis and may result in the exclusion of the entire application or any of the competition categories at any time;
- k) Applications, after validation (official feedback will be given between 1 and 5 business days after registration), will be submitted to the jury and/or public (voting via platform), with the finalists (Top 10) being announced in

IBERIAN FESTIVAL AWARDS

each of the categories in date indicated in the schedule below and the national and Iberian winners at the Iberian Festival Awards gala;

l) The public voting process will take place on a specialised platform (SurveyMonkey - specialised in this type of process and where the UK and European Festival Awards also take place) and tries to ensure that each device will only be able to cast 1 vote in the entire process. Any anomalous situation is analysed and may result in the exclusion of the entity from the application in one or more categories;

m) Applications made by **APORFEST** associated entities (professional modality or company: with valid quota on the date of the Iberian Festival Awards gala) **have free registration (1 application – Professional Modality; No limit of applications – Company Modality)**, giving **1 access (professional) / 2, 5 or more accesses (company – depending on the type of member) to the Iberian Festival Awards Gala (March 15th 2025) which includes red carpet, open bar & tasting, welcome and afterparty;**

n) **Applications made by non-associated entities will cost €45 Early Bird (until 30/Aug – 1st phase); 50€ (2nd phase – until 31/Oct) and 55€ (3rd phase – until 29/Nov) and guarantee: 2 accesses to the Gala Iberian Festival Awards and all the activities indicated above; communication/advertising of the candidate entity throughout the year on the Iberian Festival Awards social networks (e.g. publication of news, images, videos).** The payment process must be carried out at the time of application by non-associated entities - in case of non-validation of the application, the organisation will refund the total amount of the application.

Payment methods available:

1) **Paypal:** aporfestivais@gmail.com

2) **Bank transfer:** IBAN - PT50 0035 0011 00010601 830 92 | SWIFT/BIC – CGDIPTPL

3) **Website:** www.talkfest.eu (Debit/Credit Card)

www.festivalstore.pt (payments Mb, Mbway, Payshop and Paypal)

o) **Extra accesses requested will have a reduced price compared to the normal purchase of €20 [including all event actions]** and may be requested until the date of the event or up to the limit of its available seating capacity;

p) You can add to your tickets: Shuttle Airport-Venue-Airport; Hotel (1/2 night) and/or Dinner (on the night of the gala). See information to be published on the official website and social networks;

q) Each application can only be made by the actual organiser of the festival or present at the festival authorising the data to be analysed. If there are amounts owed by the organising entity or co-producers of the event to Aporfest on the application date, this will not be valid until that point is resolved;

r) Entities applying for the awards can be sponsors of the event, excluding the naming sponsor of the categories to which they applied. Applicant entities can only be partners of the event if a protocol is formalised before the application is made;

s) The elements of the judge panel are chosen after the finalisation of the applications and will have the minimum connection to the candidate entities, having to shield themselves from evaluating entities with which they have, in the past and in the present, some professional relationship;

IBERIAN FESTIVAL AWARDS

t) The official logos of the various stages of the Iberian Festival Awards (nominee; shortlisted; national winner and iberian winner) will be available for download on the official website. They should only be used according to the schedule indicated below;

u) All data is treated confidentially and your rights are granted;

v) All event information can be found on the official website (www.talkfest.eu) and social networks (Facebook, Instagram and LinkedIn). Questions and clarifications can be sorted by email or telephone (see contacts on the official website);

x) Changing the date and format of the gala will only occur for reasons of force majeure in order to comply with all safety and health regulations enacted by the Directorate-General for Health in the country where it will take place.

Timeline

Data	Item
June 17 th – August 30 th 2024	1 st Phase - Applications (special reduced price)
October 1st 2024	Announcement Iberian Festival Awards (9th edition) - Useful information, venue, tickets and schedule
October 1st – November 29 th 2024	2 nd and 3 rd Phase - Applications
October/November 2024	Gala hosts announcement
December 2024/January 2025	Jury panel announcement
December 12 th 2024	Announcement of all nominees
December 12 th 2024 - January 17 th 2025	Voting (categories decided by the Public)
January 29 th 2025	Announcement finalists (categories decided by the public – Top 10 of each category)
January 29 th 2025	Announcement of finalists (categories decided by the jury – Top 10 in each category)
February 15 th 2025	Final line-up announcement (Live Acts, Dj) and useful information for the gala
March 15 th 2025	Gala

Director



Ricardo Bramão