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ECSA, European Composer and Songwriter Alliance

What do we do?

ECSA represents over 30,000 professional composers and songwriters in 27 countries in Europe and beyond. With more than 55-member organisations all across Europe, the Alliance represents the interests of music writers of art & classical music, film & audiovisual music and popular music.

ECSA's core mission is to defend and promote the rights of music creators at a European and international level and to advocate for equitable commercial conditions for composers and songwriters.

With the ultimate aim being to improve the social and economic conditions of music writers in Europe, ECSA acts as focal point and pace setter for EU and international institutions. The network works closely with like-minded organisations and has established partnerships with music creator groups in North-America, Africa, Asia and South America. With public events such as the Creators Conference and the European Film Music Day in Cannes, the network addresses specific concerns in the music sector and highlights new trends in music business such as the rise of music created for video games and opportunities for composers.

ECSA is one of the pan-European organisations connecting and strengthening Europe's music sector supported by Creative Europe, the European Commission's framework programme for supporting the culture and audio-visual sectors.

History

ECSA was initiated 2006 in Vienna within the framework of the European Composers’ Congress, organized and hosted by the Austrian Composers Society ÖKB. The congress resulted in a Letter of Intent signed by over 30 associations of composers and establishing a “Federation of European Composers’ Associations”.

A year later the Alliance was established at the Theatro Circo Price in Madrid on 7th of March, regrouping the three main federation of composer associations in Europe: APCOE (popular music), ECF (art and contemporary music) and FFACE (film and audio-visual music). The aim was to create an alliance representing all genres of music, to speak with a unified voice for all music writers in Europe.

Today, ECSA actively represents the interests of its members on a permanent basis from its office in Brussels.

Members

The map on page 4 shows the geographical spread of our member organisations.
Message from the President

Alfons Karabuda

My name is Alfons Karabuda and I am a Swedish composer in the areas of theatre and film music. I am also Chairman of the SKAP - The Swedish Society of Songwriters, Composers and Authors and Chairman of the Polar Music Prize Award Committee, as well as Executive Vice-President of the International Music Council at UNESCO in Paris.

For more than 7 years now, I’ve also had the privilege to be the President of the European Composer and Songwriter Alliance, which represents the interests of more than 30,000 music authors in the EU and beyond. The main mission of ECSA is to defend and promote music creators at European and international level. We are at the forefront of the policy debates on authors’ rights and artistic freedom as well as a driving force for the visibility and recognition of music creators. In promoting these key values, we are also constantly organising a large number of cultural activities to promote the mobility of music authors and showcase their works in various genres (classical, pop, film music, video games, etc).

Each year, we organise the European Film Music
Day in Cannes, which features different panels addressing key issues for film composers and the value of their craftsmanship. Our signature event, the Creators Conference, awarded the “Best International Congress” prize by the City of Brussels in 2013, is a unique moment of artistic and professional exchange and enables music creators to share their knowledge and experiences with their European peers and high-level policy makers. Furthermore, each year, the European Contemporary Composers Orchestra supports the European contemporary music scene by connecting European composers and their repertoire with various ensembles in different European cities. Last but not least, the “Camille Awards” provide the opportunity to celebrate and reward composers of exceptional film music.

In organising these activities, the indispensable support of the European Union and its Creative Europe Programme shows that ECSA is operating in accordance with the highest professional standards. However, we hope that you will also become our partner and a thriving force in supporting and further developing our events. In so doing, you would provide your organisation with visibility to a highly engaged international audience of music composers, songwriters, policy makers and other stakeholders in the cultural and creative sectors and show your support of European culture and values. This booklet provides all the information you need to understand our activities and offers tailor-made sponsorship packages adaptable to your organisation’s needs.

We very much welcome the support of everyone who shares with us our core values and the belief that music is a powerful medium through which creators can communicate the diversity of their expressions and be a force for social cohesion, intercultural dialogue and promoting European identity.

With your involvement, we can ‘compose’ a bright future for music authors and their works! We are counting on you!

Thank you in advance for your support.

Alfons Karabuba
President ECSA
Why get involved?

The benefits of sponsoring ECSA

ECSA event sponsors engage with a highly focused international audience of composers and songwriters of all genres, policy makers and other stakeholders in the cultural and creative sectors. Sponsoring an ECSA event will give you:

- **Exposure**
  Exposure to an interested, relevant, and influential audience in a creative and informative environment. Sponsoring our events will give you the unique chance to showcase your logo and other visual content on the events brochures and at the event itself.

- **Networking**
  Internal and external networking opportunities through our vast network of artists, professionals, policy makers and stakeholders in the cultural sector.

- **Storytelling**
  The opportunity to tell the story you want to share with your audience by promoting your brand at ECSA's events (booth, advertisement materials and goodie bags etc.).

- **Creativity**
  By sponsoring one or more of ECSA's events, you demonstrate your company's commitment to the creative, musical culture of Europe and beyond.

- **Promotion**
  Opportunity to make valuable contacts and, long lasting connections with our attendees.

- **A proven track record of honesty and accountability**
  You want to know that your sponsorship is effective and working both to raise the profile of your company and to advance ECSA's powers of cultural advocacy. We provide detailed statements to all sponsors after every event.
ECSA has been at the forefront of the fight for the approval of the Copyright Directive for years. As a musician, songwriter and producer, I personally share ECSA’s mission to support music creators. The organisation’s integrity and commitment has given me hope for the future of Europe’s music and creative industries. ECSA doesn’t in fact just speak for the interests of music creators but also has at heart to promote authors’ rights so that society can benefit from it. This organisation doesn’t only care about today’s composers but also about the next generation of authors and advocates to make the world a fairer place for anyone that wants to compose, write and become an author. Without music creators, Europe would be silenced and ECSA is working everyday to make sure that doesn’t happen.

Phil Manzanera
English musician and record producer

---

Moët & Chandon is proud to have successfully co-organized the Grand Scores for 3 years with the ECSA – European Composer & Songwriter Alliance. This leading Award ceremony dedicated to the celebration of international film music in Germany has always been highly appreciated by the press, the attending guests and top class laureates due to its excellent organisation, great entertainment as well as highly relevant and emotional content. The Grand Scores have significantly contributed to strengthening the link of Moët & Chandon to its Cinema platform and generated exceptional brand exposure within the target group. Without the great commitment, professionalism and excellent contacts of ECSA this fantastic result would have never been possible.

Jens Gardthausen
Moët & Chandon

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Testimonials
A few words from previous partners

"Moët & Chandon is proud to have successfully co-organized the Grand Scores for 3 years with the ECSA – European Composer & Songwriter Alliance. This leading Award ceremony dedicated to the celebration of international film music in Germany has always been highly appreciated by the press, the attending guests and top class laureates due to its excellent organisation, great entertainment as well as highly relevant and emotional content. The Grand Scores have significantly contributed to strengthening the link of Moët & Chandon to its Cinema platform and generated exceptional brand exposure within the target group. Without the great commitment, professionalism and excellent contacts of ECSA this fantastic result would have never been possible.

Jens Gardthausen
Moët & Chandon

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Phil Manzanera
English musician and record producer
Corporate sponsorship

What are our packages?

Platinum

€ 50,000

- Recognition of Main Sponsor on all **printed** and **digital** event materials
- Recognition of Main Sponsor on all **websites** and **social media accounts**
- Company logo featured in the **program leaflet** (ECCO, EFMD, Camille Awards, Creators Conference, Capacity Triangle)
- First priority in choosing the location of your complimentary **booth space** or **promotional banner**
- Opportunity to provide a sponsor supplied “Promotional item” in each **goodie bag** of the Creators Conference
- **2 tables** at the Camille Awards Gala Event
- **30 tickets** to the Creators Conference
- **20 guaranteed reserved seats** for the ECCO concerts
- Opportunity to show your **1 min commercial video** that can be used for product placement during the intervals/breaks from the Award Ceremony and the Creators Conference
- **Company brochure** inserted in goodie bags for the Creators Conference
- One year of advertising space in our **newsletter**
- **Sponsor logo** on the ECSA homepage for a year

Gold

€ 30,000

- Your **logo, products** or **services** will be projected on the **screen** of the event (Creators Conference, EFMD, Capacity Triangle)
- **Social Media Promotion** (major outlets such as Facebook, Twitter, Instagram)
- **15 invitations** for the Camille Awards Gala Event
- **15 tickets** to the Creators Conference
- **15 guaranteed reserved seats** for the ECCO concerts
- Company logo featured in the **program leaflet** (ECCO, EFMD, Camille Awards, Creators Conference, Capacity Triangle)
- Placing your **promotional banner** at the event
- Opportunity to show your **1 min commercial video** that can be used for product placement during the intervals/breaks from the Award Ceremony and the Creators Conference
- **Company brochure** inserted in goodie bags for the Creators Conference
A tailored and exclusive sponsorship package is a cost-effective opportunity to reach a large audience within your target market by obtaining a key presence at all our events. Your organisation can leverage days of unparalleled access to a wide potential client base and build long-term relationships. Aligning your company with ECSA’s name demonstrates your support of music creators and culture. As one of the Main Sponsors for all of our events and projects, your organisation will be able to offer perks and opportunities to your employees: tickets to either an exclusive Film Music Awards Gala, or accommodation to attend the Creators Conference. These packages are primarily but not entirely directed to the private sector and will entitle your company to the highest profile throughout the events.

This is a non-exhaustive list of the following exclusive benefits that each package includes.

---

**Silver**

€ 20,000

- Your **logo**, **products** or **services** will be projected on the **screen** of the event (EFMD, Camille Awards, Creators Conference)
- **10 invitations** to the Camille Awards Gala Event
- Social Media Promotion (major outlets such as Facebook, Twitter, Instagram)
- Company **logo** featured in the **program leaflet** (ECCO, EFMD, Camille Awards, Creators Conference)
- **Complimentary booth space** or **promotional banner** (ECCO, EFMD, Camille Awards, Creators Conference)
- Company **brochure** inserted in goodie bags for the Creators Conference
Experiential sponsoring

*Which activities can be sponsored?*

Interested parties may also opt for specific sponsorship opportunities that enable you to be part of some of our specific activities and contribute to the overall attendees' experience. Here is a list of our activities:

---

**Gala Dinner**

*€ 15,000*

Join us and be recognised as one of the main sponsors of the Awards Ceremony. This way you will not only celebrate the film composers being honoured that evening, but you will also show your own support for ECSA's vision. You will have the chance to obtain 10 tickets to the dinner. Moreover, your company logo will be featured on our website, our programme and the screen where the Awards will be projected. You will have full branding opportunities in the reception area and special thanks for your kind support will be given during presentations and in the programme, raising your brand awareness to guests.

---

**Camille Awards**

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**Exhibiting Sponsor**

*€ 2,000*

This is your opportunity to showcase the products and services of your organisation in our lively reception area during our coffee break. Exhibit booths will be set in a way that is conducive to networking, providing maximum exposure for your organisation.

---

**Creators Conference / EFMD**
Wi-Fi Provider
(price depending on event)

Be recognised as the exclusive provider of the conference’s wireless connection allowing participants to live tweet the event, check e-mails, and generally feel more connected to their office. The Wi-Fi sponsorship allows your brand to get in front of every attendee who logs on. Your company will receive great exposure, as it will have the option to customize the password that all attendees will use.

Creators Conference / EFMD / Camille Awards

Bags, Badges and Lanyards
€ 2,500 plus production cost

Every attendee receives a bag and a lanyard with her/his badge that she/he must carry at all times while being in the conference area. This effective sponsorship includes exclusive company recognition with the company logo on the badge and the bag.

Creators Conference / EFMD

Social Photo Booth
€ 1,000

This is also a great opportunity for companies or organisations to engage with the ECSA community by sponsoring a social photo booth. Photos are indeed some of the most potent social content the attendees will share at our events. Make it easy with a sponsored social photo booth.

Creators Conference / Camille Awards / EFMD

Coffee Station
€ 2,000

The Coffee Station Sponsorship includes company recognition on all coffee stations.

Creators Conference / EFMD / ECCO Concert
The Creators Conference

*The European Music Forum on authors’ rights, copyright and so much more*

**Anticipated attendance:**
200-350 people

**Date & time:**
Yearly event

**Location:**
Brussels

**Some of the previous partners:**
GESAC, BMW Bruxelles, FERA, EWC, FSE, FEJ

**Target audience:**
Policy makers (MEPs, political advisors, representatives of Member States), composers, songwriters, film directors, screenwriters, journalists, CCIs, tech companies and consumers, individual artists, international press

**Promotional plan:**
Posters, insert, advertising, special invitations, media releases, website information, Facebook campaign, tote bags

The Creators Conference is ECSA’s signature event. With an attendance of over 300 guests, the conference highlights the creators’ perspective in front of policy makers, international composers and songwriters and other stakeholders. Previous editions addressed themes such as artistic freedom, digital opportunities, collective rights management in the digital era, fair contracts and sustainability in the digital exploitation with creators and experts from different fields. The event received the visit.brussels – International Congress Award in 2013.

Previous editions were held in Bozar, the Residence Palace and the Theatre de Vaudeville, attracting between 150-300 participants.
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For other sponsorship possibilities, check out our different activities at page 12.
The European Film Music Day

Strengthening awareness of the importance of the Film Music Industry

Anticipated attendance:
100-150 people

Date & time:
Yearly event (May)

Location:
Cannes

Some of the previous partners:
The Creative Europe programme, La Quinzaine des Réalisateurs (Directors’ Fortnight), FERA, SKAP, NOPA, UCMF, DEFKOM, ÖKB, BASCA, Musimagen, SoundTrack Cologne, Braunschweig International Film Festival, and FNAC

Target audience:
Audio-visual composers, film directors, screenwriters, broadcasters, publishers, national Institutes for culture, individual artists, international press, representatives from cultural ministries

Promotional plan:
Advertising, insert, media releases, website information, Facebook campaign, special invitations
The European Film Music Day takes usually place on a yearly basis in the month of May within the framework of the Cannes Festival. During this one-day event, experts from the audiovisual sector, coming from all over Europe and beyond, have the opportunity to discuss key issues. The guests gather at different panels to exchange opinions on subjects such as the creative process of composing film music, the particularities of scoring music for video-games, and on working with agents and PR agencies. The discussions with the audience and the networking round tables are the perfect opportunity for a profitable international exchange of knowledge and experiences among the participants.

The panels usually take place in the afternoon at FNAC Cannes and are followed by a reception at Plage Quinzaine to further discuss topics of interest and to meet other professionals over a refreshing drink by the Mediterranean Sea.

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For other sponsorship possibilities, check out our different activities at page 12.
The Camilles Awards

*European Film Composer Awards*

**Anticipated attendance:**
250-300 people

**Date & time:**
October - November

**Location:**
Brussels

**Some of the previous partners:**
The Creative Europe Programme, AGICOA, Juan Gil, Moët & Chandon

**Target audience:**
Film music composers (European and international), film directors, broadcasters, publishers, policy makers, music and film producers, music practitioners, individual artists, national & international press

The Camille Awards are given to composers of exceptional film and audio-visual music by their peer composers. The Camille Awards have been honouring composers of original music for audio-visual artworks in three categories (“Best Orchestral Score”, “Best Electro-acoustic Score” and “Best Original Music for a Series”).

Renamed in tribute to Camille Saint-Saëns, composer of the first music to be scored for a fiction film (“The Assassination of the Duke of Guise”), the Camille Awards were launched in 2014 under the name ‘Grand Scores’ as a celebration of European film music and its composers. The Grand Scores were held each February in the context of the Berlinale, co-organised by Moët & Chandon. The rebranded 2018 edition took place in the frame of an exciting new partnership with the International Sound & Film Music Festival in Pula, Croatia.

ECSA is the owner of the Camille Awards. The role of the Alliance is to develop a fair and well-thought-out selection procedure for the award
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For other sponsorship possibilities, check out our different activities at page 12.

The Camille Awards is rapidly becoming the leading event celebrating European Film Music.

**Promotional plan:**
Advertising, insert, media releases, website information, Facebook campaign, special invitations

© Camille Awards 2018 (Matija Šćulac)
ECCO (The European Contemporary Composers Orchestra)
Promoting and performing contemporary music

**Anticipated attendance:**
130-200 people

**Date & time:**
2 sessions (February / September)

**Location:**
Different EU capitals, rotating annually

**Some of the previous partners:**
German Embassy in Brussels, Italian Cultural Institute in Belgrade.

**Target audience:**
Professional composers and performers, classical and contemporary music devotees, music students, individual artists, organisations working in the music field.

The ECCO concert series takes place twice per year, once in Brussels and once in another European capital which rotates annually. ECCO promotes European contemporary classical music and gives audiences the chance to experience contemporary music from various European countries. It promotes the vastness and beauty of European culture and the work of European composers.

Past editions have been held in Flagey, Bozar, mdw- University of Music and Performing Arts Vienna.

Previous featured ensembles include: Diotima Quartet, Wiener Concert-Verein Ensemble, Sturm und Klang, RTV Slovenia Symphony Orchestra, BBC Singers.

Previously featured composers include: Jacqueline Fontyn, Mikko Nisula, Andrea Tarrodi, Isidora Zebeljan, Mihailo Trandafilovski, Jean-Luc Fafchamps, Kimmo Hakola.
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For other sponsorship possibilities, check out our different activities at page 12.

**Promotional plan:**
Posters, insert, advertising, special invitations, media releases, website information, Facebook campaign
### Capacity Triangle

*Empowering creators through knowledge*

The project is dedicated to music creators that are eager to foster their entrepreneurial, digital, copyright and publishing skills. It involves on one side training sessions and seminars that target composers and songwriters on a national level, and on the other, webinars that address the transnational nature of a music creators’ business activity. Issues such as invoicing a company in another EU Member State, obtaining royalties and working on a transnational basis are examples of some of the key focuses of the Capacity Triangle. The topics of the webinars are discussed to address the current needs of composers in all our member countries.

**Some of the previous partners:**
ZAKR, SABAM for Culture, PlayRight+ and GALM

**Target audience:**
ECSA members, individual composers and songwriters, music students, music practitioners, national and international organisations with an interest in music and/or supporting music creators.
Composers’ Directory

A bridge among music creators

The Composers’ Directory is a sheet music digital distribution platform. The aim of the platform is to empower creators by facilitating the digital distribution of their works and ensure fair remuneration in return. Members of the Composers’ Directory can also make their own profile, exchange private messages with other members and upload photos. The digital platform was initiated and owned by the European Composer and Songwriter Alliance (ECSA) and Lalo (Les Auteurs et leurs Œuvres).

The Composers’ Directory wishes to enable the practical exchange of information and offer networking opportunities between composers, songwriters, users and universities and conservatories on a European and International level. To develop the distribution and visibility, steps will be taken to develop a network of music schools and conservatories.

It will be possible to generate income on the platform through monetisation from advertisements with the introduction of the possibility to sponsor the Directory for a fix price for a year (independent of the traffic).

Target audience:
Professional composers, music students, songwriters, composers’ societies, music practitioners, national music councils, music education institutions, conservatories, orchestras, national institutes for culture, NGOs/ institutions working in the field of music promotion and education, music creators, everyone who is interested in obtaining sheet music.
Previous sponsors

Curious to meet our previous sponsors?

Here is a non exhaustive list of the logos of some of the organisations that have collaborated and supported ECSA throughout the past years.
Sponsorship Application Form

Fill in this form if you would like to sponsor an event

Name of the applicant: ............................................................................................................................................

Address: .......................................................................................................................................................................
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Name of the legal representative: ............................................................................................................................

Contact email: ...........................................................................................................................................................

Phone: ..........................................................................................................................................................................

Sponsorship package that you apply for: ......................................................................................................................
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Other remarks:
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Date:

Signature:

Please send this application form at the email address info@composeralliance.org. Upon acceptance of your application, you will receive further information on the sponsorship agreement and payment details.
Sponsorship Terms and Conditions

Payment & contact details

The following terms and conditions (these ‘Terms and Conditions’) have been established by the European Composer and Songwriter Alliance (ECSA) to set out the rights and obligations of a sponsor of the activities mentioned in the present brochure and become effective with ECSA's written confirmation of a Sponsor Application.

Sponsor Registration

Sponsor entitlements are specified in the ‘Sponsorship Application Form’ to which these Terms and Conditions are attached. Sponsors must complete the Sponsorship Application Form and thereby agree to these Terms and Conditions to have its registration for sponsorship processed.

Sponsor Listing in Promotional Materials (where applicable)

If included within the applicable package, promotional materials will include the sponsor's promotional materials and references to the sponsor, such as the sponsor’s name, logo, company description or company advertisement. To ensure inclusion of any materials, such information and artwork must be provided within the agreed time limit. If there are any changes to the application subsequent to approval, the Sponsor must announce ECSA immediately. The failure of any sponsor to meet specific deadlines shall not result in the return or any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.

Advertising, Product Demonstrations and Sample/Souvenir Distribution

The sponsor is not permitted to engage in product demonstrations, materials distribution or promotional activity during any of the sponsored events/activities unless written permission has been provided by ECSA.

Endorsement

The sponsor is not permitted to represent that its goods or services have been endorsed by ECSA unless ECSA has specifically and in writing provided such an endorsement. The sponsor may not use ECSA's logo, name or mark, nor any sub-logos, which can be seen as related hereto, in advertising with the exception of informational references as determined and defined in collaboration with ECSA. Unless otherwise expressly agreed elsewhere by ECSA, the sponsor will not identify itself as a partner of ECSA.

Indemnity and Release of Liability

The sponsor agrees to indemnify and hold harmless ECSA, their respective events/activities and venues, their respective officers, directors, employees, agents and members as well as event delegates, accompanying persons and other guests and invitees attending such events/activities, against (i) any and all liability to any person or persons for or by reason of any condition of or defect in any apparatus, equipment, fixtures or other items furnished by the sponsor in connections with an organised event/activity, (ii) any and all claims or copyright, trademark or patent infringement, unfair competition, personal injury and/or product liability pertaining to the sponsor’s goods and/or services displayed or otherwise promoted at a sponsored event/activity, (iii) loss of or damage to persons or property caused directly or indirectly by the sponsor or any of its representatives, and (iv) governmental charges, taxes or fines and attorney’s fees arising out of or caused by the sponsorship provided hereby, sponsor's installation, removal, maintenance, occupancy or use of any apparatus, equipment, fixtures or other items used by the sponsor at an event/activity. In no event shall ECSA's liability to the sponsor exceed the value of the sponsorship fees paid by the sponsor to ECSA.

Force Majeure and Termination

In the event of fire, strike, civil commotion, act of terrorism, act of God, or other force majeure making it impossible or impractical for a sponsored event/activity to be held, ECSA shall not be held in breach of its sponsorship obligations. In such case, the event/activity shall be suspended and ECSA and the Sponsor shall jointly find alternative ways of executing the Sponsorship Agreement. ECSA may, at its sole discretion, terminate a sponsorship at any time by returning pro rata any sponsorship fees paid by such sponsor for the remainder of the Sponsorship year and the sponsor shall not be entitled to claim any damages.

Payment details

A completed application form duly signed should be received by the ECSA office and full payment for the chosen sponsorship package should be received within one month of receiving the sponsorship confirmation.

Miscellaneous

These Terms and Conditions shall be governed by the laws of Belgium, seat of ECSA, without regard to any application of the same that would result in the laws of any other jurisdiction applying, and each of ECSA and the sponsor hereby submits to the exclusive jurisdiction of the state and federal courts located in Brussels, Belgium.

In the event of any inconsistency between these Terms and Conditions and the sponsor's registration or any other communication or correspondence with the sponsor concerning a sponsored activity, these Terms and Conditions shall prevail. These Terms and Conditions may be modified in writing only by ECSA. If any court of competent jurisdiction holds that one or more provisions of these Terms and Conditions is invalid, unenforceable, or void, then that ruling will not affect any other provisions of this Agreement, and all other provisions will remain in full force and effect. The individual signing represents and warrants that he or she has the requisite authority to accept these Terms and Conditions and to perform the duties hereunder, that the individual signing below has all requisite authority and approvals to do so and to bind its organisation, and that it has done and will do all things necessary so that these Terms and Conditions will be valid, binding and legally enforceable upon its organisation.