

**INFORMATION
FOR PROSPECTIVE CANDIDATES
AS HOST CITY OF
THE GRAND PRIX OF NATIONS 2021
AND THE 5TH ASIA PACIFIC CHOIR GAMES**





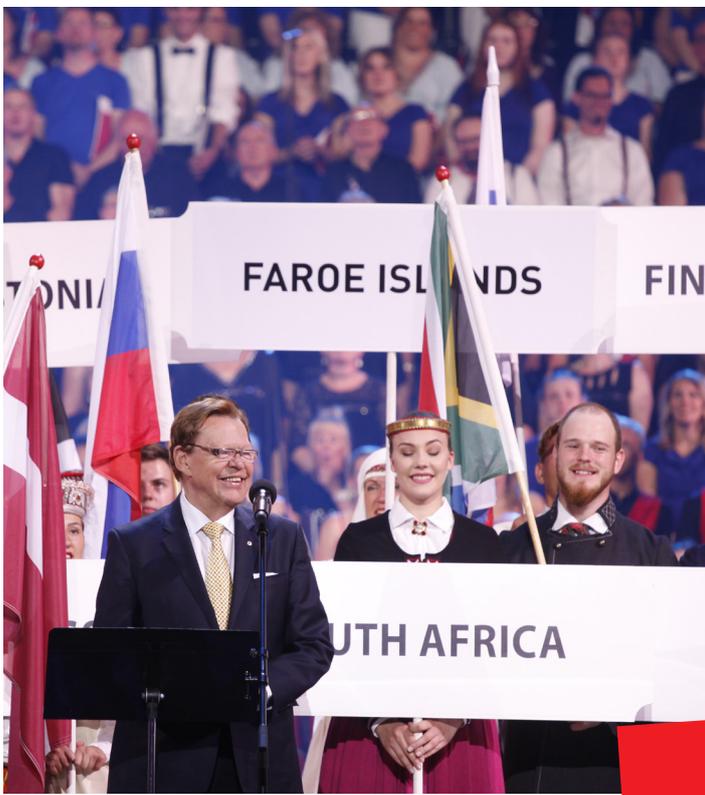
AS PRESIDENT OF INTERKULTUR



I would like to thank you very much for your interest in hosting the Grand Prix of Nations 2021 and the 5th Asia Pacific Choir Games. We are sending you this information package to provide you with all the necessary details to plan the activities centered round this project. Hosting the Grand Prix of Nations 2021 & the 5th Asia Pacific Choir Games will bring the music of the whole world to your city. Citizens and visitors will experience exceptional moments of music excellence and encounters with people from all over the world. You will also find detailed information regarding the immense publicity your town would benefit as well as information on the marketing activities. The materials attached include samples from the previous Asia Pacific Choir Games, which will give you a vivid impression of what the event would look like in your city. INTERKULTUR and the Asia Pacific Choir Games send you their greetings and would like to invite you to join in the organization as host city of the Grand Prix of Nations 2021 and the 5th Asia Pacific Choir Games. I look forward to our future cooperation,

Günter Titsch
President INTERKULTUR





**SINGING TOGETHER
BRINGS NATIONS TOGETHER**

INTERKULTUR THE WORLD OF VOICES

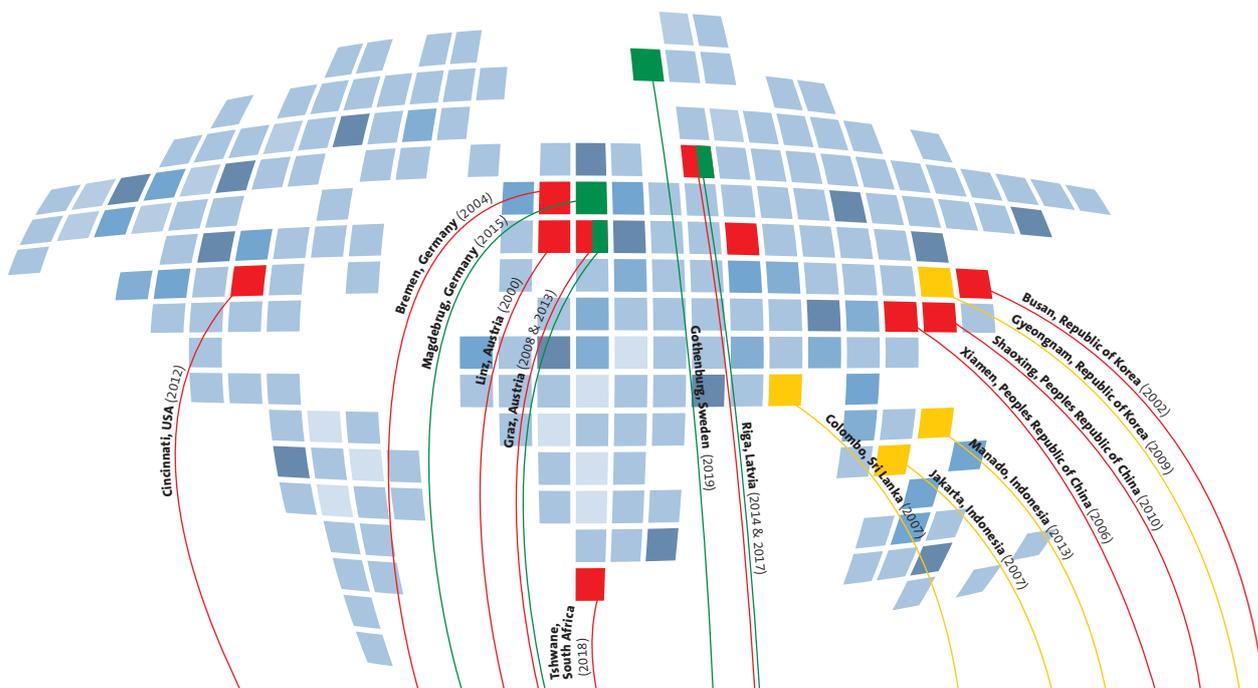
Choir music is experiencing a true renaissance and is already a global trend. Vocal ensembles and choirs such as PENTATONIX from the USA, Maybebop from Germany, and Voces8 from Great Britain have inspired millions of fans through YouTube. Over the past 30 years, INTERKULTUR has been the world's leading organizer of international choir competitions and festivals and has made an important contribution to its development: Since being founded in 1988, INTERKULTUR has built bridges between more than 9,100 choirs and around 395,000 singers from all over the world.

INTERKULTUR events are an experience of international communication – connected through the universal language of music. Whether in Hôì An (Vietnam), Barcelona (Spain), Princeton (USA), Vienna (Austria), or Guangzhou/Canton (China), at more than 200 international events INTERKULTUR has brought people together from 103 countries and from all continents, regardless of their origin, religion or worldview. With 236 representatives in 70 countries and 100 leading representatives from the choral world in the World Choir Council, INTERKULTUR forms a strong international network of choral song. Under the universal umbrella of music and on the basis of the charter of the Olympic movement, the joy of singing unites choirs of all kinds, all age groups, and all performance levels. What's special about INTERKULTUR events: The average age of the participants is under 27! The demand for educational concepts is especially high in this age group, so INTERKULTUR offers extensive coaching, workshops, and seminars with the best educational and renowned experts in the field of choral music worldwide. This is certainly another reason why 67% of the choirs take part again and again.



GRAND PRIX OF NATIONS & ASIA PACIFIC CHOIR GAMES

INTERKULTUR has regularly invited the world to the Asia Pacific Choir Games, the continental version of the World Choir Games, which are also known as the Olympics of Choral Music. This event invites not only choirs from the Asia Pacific region, but also ensembles from all around the world to participate on different levels of competitions and to join the festival activities.* In October 2013 the power of song brought 140 choirs together in Manado (Indonesia) and the participants celebrated the diversity of choral music in numerous concerts and competitions. In October 2017 more than 3.000 participants, over 70 choirs, took part in the Grand Prix of Nations Colombo 2017 and the 4th Asia Pacific Choir Games in Sri Lanka.



World Choir Games

- Linz, Austria (2000)
- Busan, Republic of Korea (2002)
- Bremen, Germany (2004)
- Xiamen, Peoples Republic of China (2006)
- Graz, Austria (2008)
- Shaoxing, Peoples Republic of China (2010)
- Cincinnati, USA (2012)
- Riga, Latvia (2014)
- Sochi, Russia (2016)
- Tshwane, South Africa (2018)

European Choir Games & Grand Prix of Nations

- Graz, Austria (2013)
- Magdeburg, Germany (2015)
- Riga, Latvia (2017)
- Gothenburg, Sweden (2019)

Asia Pacific Choir Games & Grand Prix of Nations

- Jakarta, Indonesia (2007)
- Gyeongnam, Republic of Korea (2009)
- Manado, Indonesia (2013)
- Colombo, Sri Lanka (2017)



HIGHLIGHTS OF THE ASIA PACIFIC CHOIR GAMES

OPENING CEREMONY

The Opening Ceremony and Concert of the Asia Pacific Choir Games marks the traditional opening of the event: The procession of the flags of participating countries and the ceremonial hoisting of the Games' flag honoring of the Asia Pacific Choir Games' international competition jury, augmented by the official music of the event. In the second part of the official Opening Ceremony not only the host country presents itself to the international audience through cultural showcase, dance and music performances but also participating choirs from around the world will be presented.

CONCERTS

In Friendship and Celebration Concerts multiple choirs from different countries and/or categories are united for 60-90 minute shows.

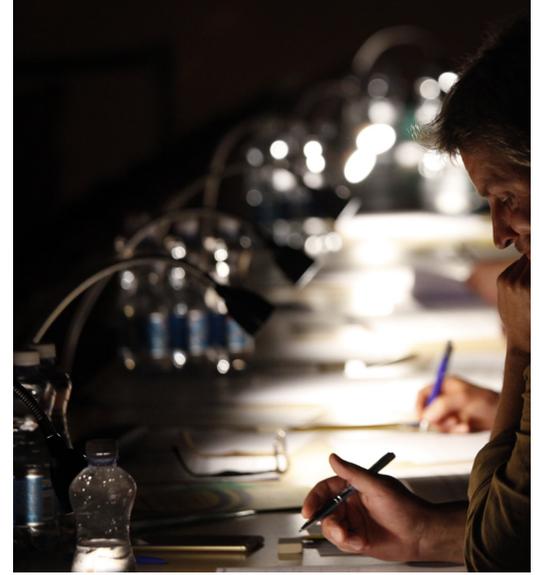
Friendship Concerts are free performances in city squares, public venues, parks, streets or malls whereas Celebration Concerts are ticketed events with top-class international choirs in special concert venues.

AWARDS CEREMONIES

Choirs may earn Bronze, Silver or Gold Diplomas or Medals. The gold-medal winning choir in the Champions Competition with the highest point total from an international panel of judges will be named Champion of the Asia Pacific Choir Games in its specific category. In the Grand Prix of Nations choirs may earn Bronze, Silver or Gold Medals and the winner of the Grand Prix of Nations will receive a valuable trophy. The Champions as well as the Grand Prix winners will come to the stage, their country's flag will be raised and they will sing their national anthem.

BARACK OBAMA, US President

"Music brightens our lives, stirs our souls. Events like the World Choir Games remind us of choral music's power to transcend languages, cultures, and borders to reveal our shared humanity."



The essential elements of the program of the Asia Pacific CHOIR GAMES are the

- **OPENING CEREMONY**
- **COMPETITION IN UP TO 10 COMPETITION CATEGORIES ON THREE DIFFERENT LEVELS**
- **AWARDS CEREMONIES – DIPLOMAS AND MEDALS**
- **FRIENDSHIP CONCERTS**
- **CELEBRATION CONCERTS**
- **SPECIAL CONCERTS**
- **WORKSHOPS AND SINGING TOGETHER**
- **CLOSING CEREMONY**

This preliminary schedule shall provide a general overview of what will happen in the 8 days of the event.

PART I				PART II			
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
							Afternoon Awards Ceremony
Evening Opening Concert			Evening Closing Part 1 & Awards Ceremony	Opening Concert Part II			Evening Closing Concert
Stage Rehearsals & Rehearsals				Stage Rehearsals & Rehearsals			
Stage Rehearsals	Open Competition			Stage Rehearsals	Open Competition		
	Champions Competition				Champions Competition		
	Grand Prix of Nations				Grand Prix of Nations		
Evaluation Performances [non-competing]; Individual Coachings							
	Workshops				Workshops		
	Friendship Concerts & Celebration Concerts in and around the city						
Sightseeing opportunities in and around the city							

POSITIVE CULTURAL AND ECONOMIC EFFECTS FOR THE HOST REGION

Due to the number of approx. 2,000 - 4,000 participants, the Asia Pacific Choir Games gain the significance of a lasting promotion for the local and regional economic development of the respective host city and/or region, especially for the hotels, catering services and the retail trade. There will also be a lasting positive effect on the organizations of non-professional music of the host country. Local, regional and national choir associations will be involved in the planning of the Asia Pacific Choir Games and can make use of the various opportunities this international event offers them.

There will be intensive advertising and promotion for the Asia Pacific Choir Games before the event. Mailings to more than 120,000 choirs, choir associations, ministries and institutions world-wide will ensure that the presence of the Asia Pacific Choir Games is felt by all potential participants. In doing so, the cooperation with the respective National Organizing Committee as well as with the marketing departments of the cities will be part of this campaign.

PRESS AND PUBLICITY CAMPAIGNING

INTERKULTUR keeps constantly in touch with more than 200 specialist magazines of non-professional choir music and other media institutions world-wide. Special issues and advertisements in the regional, national and international specialist press support the publicity campaigns of the Asia Pacific Choir Games.

OWN FUNDING BY PARTICIPANTS AND VISITORS

For the financing of a part of the event, a participation fee will be levied on the participants and visitors. This amount covers the costs of their accommodation and catering. Travelling costs will also be financed by the participants themselves.

SUBSIDIES BY THE ORGANIZING HOST (COUNTRY, REGION OR CITY)

The project Asia Pacific Choir Games & Grand Prix of Nations requires the host's financial and organizational support.

The financial contribution is calculated on the basis of two years of preliminary planning, advertising, material, personnel and office costs which have to be disbursed by INTERKULTUR to make sure the planning, organizing and participation of the choirs. Host cities financial contribution ranged in the past between 600,000-900,000 Euro depending on extent of the cashless part.

The cashless part of the subsidies comprises:

- provision of facilities and services (use of venues, other facilities, offices, transfers etc.)
- personnel

The financing plan will be part of the contract between INTERKULTUR and the organizing host of the Asia Pacific Choir Games. With respect to this, it is important to note that financing of the events has to begin in good time prior to the actual staging of the event.

With regard to the large return to local and regional companies (tourist services, overnight stays, catering etc.) and additional tax income, we would like to emphasize that these subsidies can be seen not only as cultural but also as economic development measures.

REVENUES

Revenues in the framework of the Asia Pacific Choir Games are gained from:

1. Accommodation of choirs and participants (through co-operation with tourist partner agencies) - as a basis for accommodation requirements for 2021 we estimate accommodation requirements at approx. 900 - 1800 rooms per night, during the complete time of the Asia Pacific Choir Games in 2021.
2. Flights and airport charges to and from the host city
3. Catering – Resulting from the basis of approx. 2,000 - 4,000 participants, we estimate 2,000 - 6,000 meals per day (including breakfast in the hotel) provided by catering services.
4. Sales of merchandising goods
5. National sponsorships of the Asia Pacific Choir Games and Fundraising
6. Ticket sales for Opening and Closing Concert, competitions, Celebration Concerts and other events
7. Revenues from tourist programs in the framework of the Asia Pacific Choir Games (day trips, visits of sights and museums)
8. Part of revenues from selling of broadcast rights
9. Pre- and post-travels of participating groups

MEDIA COVERAGE

The following advertising activities and media coverage will be provided by INTERKULTUR on the basis of the contract with the organization partner and the payments made. A detailed advertising plan is to be drawn up and will be an integral part of the contract.

Target groups: contacts world-wide, cooperation	Estimated Number of contacts
Choirs, choir conductors, music schools and universities	300,000
(Symphonic) wind orchestras and other instrumental ensembles	70,000
Folklore groups	35,500
Cultural organizations: specialist associations and institutions	2,000
Political institutions: embassies, consulates, educational and cultural ministries	300
Partners: committees, representational offices, contract partners	3,000
Personalities from industry and commerce	1,000
Print media: specialist press, magazines, journals, daily papers	3,000
Radio and TV companies	200
Travel agencies and business partners	12,000
National and international tourism associations and specialist institutions	200
contacts to countries	12,000
total of direct contacts	450,000

The INTERKULTUR data base is continuously updated. An international team of specially trained employees is constantly working on finding new addresses so that the data base is constantly growing.

Printed matter and other advertising media (Printed matter to be produced later, e.g. program books, event schedule, presentation of participants, certificates and folders are not included here.)	languages
Products for advertising, promotional measures and mailings	3
Special advertising cards (postcards), information leaflets to be distributed	3
Information flyers with reply form	3
Official invitation to participate including entry conditions	6
Wall posters	3
Banners, stickers, table flags and other small items	3
Folders, covers, presentation folders	3
Advertising gifts	
Event flyers, event schedules, several print runs	5
Flags, large banners, advertising stands etc.	3
Writing paper with letter heads, envelopes (different sizes)	3
Business cards and other stationary	3
CDs (sound, advertising films etc.) / DVDs (pictorial, sound, advertising films etc.)	as agreed

PRESENTATION OF THE ASIA PACIFIC CHOIR GAMES

Participation at fairs and exhibitions, seminars and lectures, organization of receptions, dinners, personal discussions with conductors, distribution of brochures, other promotional activities.

PRESS, RADIO AND TV COVERAGE

International contacts with public and private broadcasting companies, classical music radio stations and other specialist radio stations will be provided, as well as interviews with well-known artists, politicians and other personalities.

There are also regular reports, current information releases and own reports to be published. Contribution from past Asia Pacific Choir Games and contributions from past and present INTERKULTUR choir competitions and festivals will be published regularly. INTERKULTUR carries out special promotional activities, like tours of artistic ambassadors, appointment of further artistic ambassadors of the Asia Pacific Choir Games, reports about current events, recordings of international choirs and music groups for the preparation of the Asia Pacific Choir Games. TV teams from selected countries will be invited to the Asia Pacific Choir Games.

ACTIVITIES

- Advertising of the Asia Pacific Choir Games in music related print media
- Banners, photo and logo placement in various media (print and online)
- Publication of reports and news, interviews with ambassadors of the Asia Pacific Choir Games and personalities of industry and commerce
- Publication of dedicated articles in the daily press, choral music and music magazines, journals, magazines of choral music associations
- Mailings for the international events of INTERKULTUR, distributed worldwide in large numbers
- Publication of program books and other information brochures for national and international choral and music events
- Publication of special brochures for exhibitions, congresses, lectures, workshops and seminars
- Special invitations to the host city for music journalists from magazines and journals as well as daily papers that report and advertise the Asia Pacific Choir Games their countries
- Organization of national and international press conferences
- Media partnerships (newspapers reporting about choirs and music ensembles in their regions, preparation for the Asia Pacific Choir Games)
- About 30 direct mailings are sent out per year and reach all contacts available. Selected addresses are serviced several times
- Fact sheets for the Asia Pacific Choir Games will be attached to the advertising media and brochures in up to ten languages
- Extensive telephone enquiries and follow-up calls are made after the mailings are sent out and answers will be supplied with information material in the languages of the choirs
- Monthly newsletters to selected addresses
- Presentation of the Asia Pacific Choir Games on internet in various websites and special advertising campaigns: About 6.6 Mio visitors per year
- Continuous updating of websites with extensive pictorial materials, short films and music titles, merchandising goods and much more. Provision of latest information, results of INTERKULTUR competitions and Asia Pacific Choir Games, listing of participants, jurors and other current information. Press releases, opinions, presentation of important people, invitation and entry conditions of upcoming festivals and Asia Pacific Choir Games. Links to and from websites of other organizers, tourism agencies, countries, regions, cities etc.

PRESENTATIONS AT OTHER EVENTS

MUSIC EVENTS / FAIRS AND EXHIBITIONS / CONGRESSES (INTERNATIONAL)

IFCM World Symposium, regional symposiums
 National and Regional Conferences of ACDA in America (USA)
 Choir meetings and choral conductor's seminars worldwide
 Choir festivals, choir competitions, workshops and seminars in Asia
 Choir Festival of the German Choral Association
 National choral events of many countries
 Regional events in respective countries and regions
 Europa Cantat Festival
 America Cantat Festival (South America)
 Choral Conductor's congresses in countries of all continents
 International choir and music competitions world-wide
 International choir and music festivals world-wide
 Tourist fairs and promotion activities in countries in most continents

INTERKULTUR EVENT SERIES NEXT TO THE WORLD CHOIR GAMES, EUROPEAN CHOIR GAMES AND ASIA CHOIR GAMES

International Anton Bruckner Choir Competition & Festival, Linz (Austria)
 International Choir Competition & Festival Bad Ischl (Austria)
 Sing'n'Joy Vienna – International Franz Schubert Choir Competition, Vienna (Austria)
 International Johannes Brahms Choir Festival & Competition, Wernigerode (Germany)
 International Robert Schumann Choir Competition, Zwickau (Germany)
 International Choir Competition and Festival Kalamata (Greece)
 International Choir Festival „Isola del Sole“, Grado (Italy)
 Canta al Mar - Festival Coral Internacional, Calella/Barcelona (Spain)
 Sing'n'Joy Princeton, New Jersey (USA)
 Vietnam International Choir Competition, Hôì An (Vietnam)
 Sing'n'Pray Kobe (Japan)
 Voices For Peace - International Choir Festival, Perugia/Assisi (Italy)
 Helsingborgs Körfestival, Helsingborg (Sweden)
 Istramusica, Poreč (Croatia)
 International Choir Competition Maastricht (Netherlands)
 Corfu International Festival & Choir Competition, Korfu (Greece)
 WORLD CHOIR CHAMPIONSHIPS (Graz 2011)
 GRAND PRIX OF NATIONS (Magdeburg 2015, Berlin 2017, Riga 2017)
 ON STAGE (Israel, Verona, Florence, Stockholm, Lisbon, Prague)
 SING ALONG on Tour (Budapest, Vienna, Paris)



WALTER SCHEEL,
Former President of the
Federal Republic of Germany

“INTERKULTUR impressively confirms what Victor Hugo once stated: ‘Music expresses that which cannot be said and on which it is impossible to be silent.’ I wholeheartedly accept the role as your honorary president.”

GÜNTER TITSCH,
President of INTERKULTUR

“Music helps us transcend the borders that we’ve built in our thoughts and actions. The young singers show us what it means to be human and to focus on what strengthens society.”

MORTEN LAURIDSEN,
USA, Composer, Recipient of
the National Medal of Arts

“Choirs and singers from all over the world come together to make music – it’s a wonderful experience! We discover hidden talents and strengths. People from different nations and with different world views meet, together with their music, and create understanding.”



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What is INTERKULTUR? Under the umbrella brand name INTERKULTUR both non-profit and commercial organizations which defend similar interests and internationally pursue culture promoting goals in a cooperative effort, are collaborating. These institutions include, among others: Förderverein INTERKULTUR e.V., Förderverein INTERKULTUR Österreich, INTERKULTUR Management GmbH, and INTERKULTUR Communication GmbH. This network, also known under the working name INTERKULTUR Group cooperates with numerous professional associations, institutions and companies defending the same interests. One of the most important cooperation partners is: M&C Music Contact GmbH.

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