

Full Project Description

A Winter Concert of Jazz and Soul

I am applying for funding to stage a winter concert at Literaturhaus in Nørrebro, an evening of jazz and soul arrangements for a five-piece band — guitar, bass, drums, trumpet and piano — with myself on vocals and piano.

Event details:

- **Venue:** Literaturhaus, Nørrebro (seated capacity: 130)
- **Date:** 4th or 5th December (to be confirmed)
- **Doors:** 19:00
- **Concert:** 19:30–21:00
- **Ticket price:** 250 DKK (10% discount for students)
- **Sales target:** minimum 100 out of total 130 tickets, to cover expenses factoring in the funding support requested

The programme draws on repertoire I developed and toured across the UK in 2024, including reimagined soul classics such as Stevie Wonder's "What Christmas Means to Me," alongside my own original single "Christmas Time." The concert is non-religious in content and will be marketed as a winter concert rather than a Christmas concert, distinguishing it from the largely Christmas-themed programming elsewhere in the city this season.

Production team:

- **Sound engineering:** Sidkul Engineering
- **Photography:** Georgios Katsoris
- **Social media marketing:** Michelle Rodrigues
- **Stage management:** Esmira Mamedova
- **Venue support:** Literaturhaus will provide door staff and bar staff

My target audience is jazz lovers in Nørrebro and music lovers aged 25–60 across genders, including men, women and non-binary audiences, reflecting a commitment to equal engagement regardless of gender, ethnicity or age.

PR strategy:

- Leafleting in local libraries and community centres across Nørrebro
- Weekly social media promotion for six weeks before the event (posts, stories and reels), tagging established local accounts such as @jeg_bor_paa_noerrebro, @nb_elsker and @norrebroliv
- Outreach to local press, including:
 - **Ugeavisen Nørrebro** — local Nørrebro weekly
 - **Mit Nørrebro** — local Nørrebro news and culture site
 - **kulturKBH** — Copenhagen-wide cultural events listings platform

- **The Copenhagen Post** — Copenhagen's leading English-language news outlet, reaching international residents and expats

A full budget breakdown is attached separately.