



French May Arts Festival Open Call for Associated Projects 2025

French May Arts Festival will return in 2025 with an exciting and diverse cultural programme, building on last year's tremendous success. We invite proposals for creative projects in visual and performing arts, as well as culture and lifestyle, to be featured in our festival lineup.

Proposals should closely align with the festival's core mission: fostering harmony and exchange between France and Hong Kong. We encourage cross-cultural and interdisciplinary formats, which may include (but are not limited to) exhibitions, concerts, opera, dance, performances, orchestra, contemporary circus, screenings, fashion and design, and gastronomy.

The selection of Associated Projects will be made by the French May artistic team, who may also provide guidance on programme content, venues, and organisation. The number of selected projects will depend on the quality and relevance of the submissions. Each proposal will be evaluated based on its intrinsic quality, feasibility, and alignment with the 2025 edition of French May.

Join us in 2025 as we celebrate the arts and creativity in our local community!



Associated Projects Timeline

Project submission open call	7 October 2024
Project submission deadline	31 October 2024
Confirmation of associated projects	By 11 November 2024
Publicity materials submission deadline	9 December 2024
Publicity launch (festival press announcement, official website, printed and online brochure)	Early – Mid March 2025

Benefits of being a part of French May Arts Festival Communication & Press

The selected projects will be promoted across the festival's 2025 communication campaigns and included in the festival media strategy, offering maximal exposure and extensive visibility.

This covers your programme listing on our 2025 festival brochure (half-page inclusion with total brochure circulation of 20,000-25,000 copies); festival official website (one page inclusion), social media, and e-newsletter (10,000 active subscribers).

Partnership

Aligning the programme with French May Arts Festival and the Hong Kong arts scene, we strive to offer our partners the highest exposure alongside valuable accreditation of the programme quality and status.

Our close partnership enables additional collaboration opportunities such as the invitation and attendance of French May VIP guests at key events, product sponsorship, as well as wider promotional support all year round, outside of the festival period.

Guidelines

- Projects are organised and funded entirely by the presenter/organiser. French May will **not** provide financial grants for the project.
- The presenter/organiser is in charge of the programme from inception to production. French May chiefly helps with the marketing and programme promotions on the festival channels.
- All selected projects must adopt and follow French May Arts Festival's visual brand guideline for all communication materials, as well as carry their status as Associated Project. French May must validate all communication materials prior to publishing.
- A dedicated two-page spread for French May shall be offered in the partners' house programme (if applicable) and website.
- An allocated number of French May brochures shall be placed at the presenter/organiser's event venue solely for promotional purposes.
- A detailed post-event report of the Associated Project must be submitted to French May Arts Festival within a month maximum after the event has ended. *Please note that it will affect future cooperation if it is not followed.*
- For effective communications, please respect the timeline above. *The programme may not be listed on the brochure if the information is incomplete by the deadline.*
- A certain quota of ticket invitations must be attributed to French May Arts Festival:

Performing Arts

Venue capacity less than 250 seats: **8** complimentary tickets

Venue capacity 251-799 seats: **20** complimentary tickets

Venue capacity more than 800 seats: **30** complimentary tickets

Films

At least **16** complimentary tickets to be provided by the presenter/organiser.

Visual Arts – Exhibitions

To organise dedicated guided tours at French May's request (date and number of guests to be confirmed with the approval of the organisers).

Workshops

To be negotiated between French May and the presenter/organiser.

*** French May Arts Festival reserves the right of final decision.