

PITCH NEW WORKS

APPLICATION GUIDELINES

OVERVIEW

Pitch New Works is a forum for creators and arts professionals to share and discover new performing arts projects. Ten applicants are selected to pitch their new work to a global audience of performing arts professionals. Participants have seven minutes to present their new work and three minutes to answer questions, facilitated by the host. After the session, participants have the opportunity to interact with delegates during ProEx (Professional Exchange), ISPA's informal networking session where interested parties can inquire about providing project support, premiere dates, touring opportunities, etc.

Those interested in presenting a new project to performing arts industry professionals from around the globe should consider Pitch New Works. Past participants have secured additional project support, representation, touring opportunities, performance engagements, international exposure, premiere locations, and more as a direct result of their presentations.

Pitch New Works Session	Participants present their new work at ISPA's Pitch New Works session at the ISPA 2025 Lugano Congress.
ProEx (Professional Exchange)	Participants interact with congress delegates during ProEx, ISPA's informal networking session and marketplace, immediately following the Pitch New Works session.
Ongoing Project Visibility	Projects are promoted on the ISPA Pitch Project Directory, members-only newsletter, and social media platforms, well beyond the Pitch New Works session.

Program date:

**ISPA 2025 Lugano Congress
Pitch New Works Date**

Lugano: Thursday, June 12, 2025

BENEFITS

Participants receive:

- Full Pass registration to the ISPA 2025 Lugano Congress for pitch presenter(s) (June 10-13, 2025)
- ProEx table priority placement
- Project feature on ISPA's Pitch Project Directory

ACCESS

For any questions pertaining to access needs and support, please contact Mara Driscoll, Program and Advancement Senior Lead, at mdriscoll@ispa.org or +1 212 206 8490 x1

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ELIGIBILITY

A proposed project must:

- Be in development with the premiere within the next two years; or
- Have premiered within the past three years

Additional considerations include:

- We are looking for projects that are in development or recently premiered but have not yet toured extensively.
- Multidisciplinary and/or cross-cultural projects are particularly attractive to ISPA delegates, though all project types and applications will be considered.
- Submissions from the canon and/or remounts will be considered where there is evidence of a substantially new interpretation and a new production team.
- Previously accepted projects are not eligible to reapply unless there is evidence of a substantial revisiting.
- Generally, projects submitted more than two times prior will not be considered. Please contact Mara Driscoll at mdriscoll@ispa.org before re-applying in this case.
- Projects from Switzerland and the surrounding region will be prioritized for this Pitch, although applicants from all regions are welcome to apply.

Applicants do not need to be ISPA members. ISPA welcomes all eligible applications.

APPLICATION FEE

A non-refundable **50 USD** application fee is payable to ISPA upon submission of each application by non-members. ISPA-members receive a one-time application fee waiver. Only members wishing to submit more than one proposal are required to submit the 50 USD application fee per additional application. To submit your payment (when required):

1. Visit the ISPA website: <https://bit.ly/pnwappfeelug25>
2. Select “Add Item” at the bottom right hand of the screen
3. Select “Checkout” at the bottom right hand of the screen
4. Complete the Recipient Information and select “Proceed to Confirmation”
5. Before the payment is finalized you will be asked to verify your information. Then click “Complete Order” to complete the checkout process
6. You will receive a confirmation message once your payment has been received
7. Please be prepared to submit the name and last 4 digits of the credit card used in the online application form to confirm payment.

APPLICATION PROCESS

To apply to Pitch New Works please complete and submit the online application form:

Pitch New Works Application Form | <https://bit.ly/pnwapplug25>

Extended Deadline | **Wednesday, March 12 at 17:00 EST (New York)**

*This deadline will not be extended and late submissions will not be reviewed. **For submissions to be complete, materials and application fee (when required) must be received prior to the deadline.***

Applications are reviewed and selected by a committee including ISPA staff and members. Applicants will be notified of the status of their application by **Friday, April 11, 2025**.

Submittable | When you access the application form, you will be prompted to sign in to a Submittable account:

Questions? Contact Mara Driscoll, Program and Advancement Senior Lead at mdriscoll@ispa.org or +1 212 206 8490
x1

- If you already have a Submittable account, click the *Have an account? Sign in* tab to sign in to your account.
- If you are new to Submittable and don't have an account, create a free account by filling out the *Create your account* form. Click the *Create Account and Continue* button to continue with your application process.

APPLICATION MATERIALS

Below are the main sections of the application form.

Project Contact | Applicants are asked to provide general contact information for a primary contact (point person for all communications) including name, organization, professional title, email, and address.

Project Information | Applicants are asked to provide general information about the project submission. Please be prepared to list the title of the new work/project, name of producing group/organization, names and roles of the primary creative team, project country of origin, discipline, number of performers, length of piece, premiere date & location (if known), website (if applicable), seeking (commissioning funds, presenting opportunities, etc.), estimated performance fee, and commissioning fee/investment level (if applicable).

Pitch Presenter(s) Information | Applicants are asked to provide general contact information for proposed pitch presenter(s) (max 2) including, name, professional title, organization, and association with the project. At least one of the creative artists is strongly encouraged to be a presenter.

Project Materials | Applicants are asked to submit the following project materials:

Item 1	Brief description of the work/project (max. 250 words).
Item 2	List of project collaborators (including artistic, management, and producing personnel) (max. 250 words).
Item 3	Project's general technical specifications and requirements (max. 250 words).
Item 4	List of confirmed and/or proposed touring activity (if applicable) (max. 250 words).
Item 5	Web address to video sample of the project (rehearsal footage, performance footage, etc.) (max. 5 minutes). <i>Please note that unedited footage of a performance or rehearsal is preferred rather than a trailer or highlights reel. If no video footage is available, please consider providing an example of another work by the same artist.</i>
Item 6	Additional supporting materials of your choice (press kit, etc.) (max. 3-pages in total). <i>Please upload as a PDF document.</i>

Application Fee Payment | Applicants are asked to provide either (1) name and last 4 digits on credit card used to pay the 50 USD application fee or (2) the name of the ISPA member affiliated with the project to qualify for the one-time fee waiver

Save Draft | Application drafts may be saved and returned to at a later date by [logging in](#) to your Submittable account. Once logged-in, click the *Save Drafts* tab and click *Continue* next to the Pitch New Works Application Form draft. You'll be taken back to your saved draft, which you can then continue to fill out.

If you are already logged into your Submittable account and you return directly to the submission form, you will see your prior form field entries filled in if you previously entered data and clicked *Save Draft*.

Submit | Applicants may do a final review of the application. When satisfied, please complete the application by selecting *Apply*. Once submitted, you will be redirected to the ISPA website where you will receive an on- screen message confirming receipt and well as an auto-generated email. If you do not receive the confirmation email, please contact Mara Driscoll at mdriscoll@ispa.org or +1 212 206 8490 x1 to ensure the application was received.

Questions? Contact Mara Driscoll, Program and Advancement Senior Lead at mdriscoll@ispa.org or +1 212 206 8490 x1

HINTS TO PREPARE YOUR APPLICATION

In preparing your application, consider exploring ISPA's online Pitch Project Directory to view the past projects presented at New York and International Congresses. For examples of successful projects, we suggest viewing the following pitch projects presented at past congresses:

- [The Book of Life](#) (recently premiered)
- [Mehek](#) (recently premiered)
- [Bark of Millions](#) (in development)
- [Autofiction](#) (in development)

TERMS AND CONDITIONS

In the event your project is selected, you will agree to and give your consent to the following terms and conditions:

- The pitch presenter(s) outlined in the application must:
 - a. Attend a technical run-through lasting up to 2 hours, held at 8:00 am in the morning, immediately preceding the Pitch New Works session.
 - b. Participate in the Pitch New Works session (10:00am to 12:00pm) and ProEx (professional exchange) (12:15pm to 1:30pm) at the ISPA 2025 Lugano Congress on Thursday, June 12, 2025 in Lugano.
- The pitch presentation may not include any live performance aspects and are to be at maximum seven minutes in length with no more than two pitch presenters.
- ISPA will not subsidize participation in or travel to the pitch session.
- ISPA will provide the pitch presenter(s) with a complimentary Full Pass for the ISPA 2025 Lugano Congress (June 10 – 13, 2025).
- Applicants will supply ISPA with a project image for promotion on the ISPA website.
- ISPA will advertise and publicize Pitch New Works and may record the pitch session for presentation on the ISPA website or for other non-commercial uses such as news, ISPA promotion, or archival documentation.
- ISPA has the right to obtain a sponsor(s) for this program, and to determine the appropriate credits to ISPA and the sponsor(s) in all marketing and public relations materials and programs.
- Selected projects will be promoted on the ISPA website.
- Where possible, successful applicants are requested to acknowledge the support of ISPA's Pitch New Work program in future print and online materials

THANK YOU! WE LOOK FORWARD TO RECEIVING YOUR APPLICATION
