



*"There are only two kinds of music; That which expands consciousness, and that which contracts it" ~ **Sonny Rollins**.*

**Advancing Creative Transformation 4 (for) Music** means coming together in order to help the creative music community find platforms where they can freely express their innermost creativity; and through such expression transform the music, their lives, and ultimately the lives of those this music reaches.

**ACT4Music Fest will be an online music festival, featuring specially curated from home video music performances, by both well-established favorites and vibrant new voices on the creative music scene.**

This festival will seek to provide quarantined cities all over the planet with daily opportunities to hear great performers do what they do best, while providing music loving audiences everywhere with a simple way to support the creative music community during this time of need.

All shows will be specifically pre-recorded for ACT4Music Fest., which will be a true high level festival from a distance, with the world as its audience.

Our goal will be to bring the creative music community together, by featuring a wide range of shows, selected by many curators, highlighting a diverse selection of artists.

The ACT4Music Fest model is structured to provide artist-centric compensation, both in terms of ticket sales from shows, and in the form of a series of ACT4Music-Grants, intended specifically to help artists.

We seek to provide affordable access for all, while putting as much money as possible directly into the hands of participants — the artists and curators — with a goal of launching at least **4 amazing shows per concert per day, 6 days a week, for 8 weeks, for a total of 192 performances!**

**Our festival is based on a “name your price” model, with a minimum ticket price of \$3.**

We believe that music should be affordable to all, but it shouldn't be free!

We believe that by providing broad access and artist-centric compensation, we'll be able to strike a balance that works for all.

**We believe in Artists retaining their intellectual property. Period.**

In order to provide Artists' work for streaming we'll enter into a simple non-exclusive license agreement.

**One ticket provides access to one curated show, which will consist of four stages, with one 30 minute show on each stage.**

We'll release at least one new curated 4-set concert per day, six days per week.

Audiences can purchase a ticket to the current day, or any previous day, “a la carte”.

**Artists and curators are paid from ticket sales of days which feature their show.**

70% of all ticket revenues go to our artists and curators, and 15% goes towards initiatives to help the creative music community.

**The protection of artist content is important to us.** At the same time, we'd like audiences to have the freedom to enjoy shows from anywhere at their leisure.

For this reason we are using a streaming model, where the audience is provided with access to content during the festival, while on ACT4Music.org only.

**In addition to buying tickets, the audience can also donate directly to the ACT4M-Grant Fund.**

ACT4M-Grants are a way for our audience to directly help the cause of creative music and the amazing artists who make up our community.

**Visit [www.act4music.org](http://www.act4music.org) for more information.**