



Gradam Ceoil TG4

Production over 4 years

TG4 invites proposals from production companies for the staging, production and live broadcast of Gradam Ceoil TG4 for the years 2022,2023,2024,2025.

Gradam Ceoil TG4 is the station's primary arts event, the highlight of the channel's annual music and arts output. It is now acknowledged as one of the most important occasions in the traditional music calendar. As an entertainment show, Gradam Ceoil TG4 appeals to a wide national audience outside of the core traditional music community.

2022 will mark the twenty fifth year of the Gradaim, the Oscars of Traditional Music which gives due recognition and celebrates the creativity, and excellence, the communities and all that embellishes Ireland's most vibrant live art.

To date, Gradam Ceoil TG4 has taken the form of a Gala concert and awards ceremony, broadcast live from a prestigious venue capable of holding a large audience with additional digital short form material. Gradam will grown in the four years of this tender to become a multimedia event to appeal to all age profiles and to the widest possible audience outside of traditional music lovers.

Performance will remain at the centre of the production and emphasis should be placed on entertainment, innovation, and inclusivity.

Suggestions for digital elements which will add to the vibrancy and contemporary feel of the celebration and showcase the uniqueness of each of the six annual recipients are particularly welcome.

This agreement will be to produce the TV show and additional online elements for Gradam Ceoil for four years.

- The TV show will be a live, multi camera production of 90' to 100' in duration.
- Additional short-form content to broadcast before, during and following the linear premiere should be central to the submission.
- Submissions should include a suggestion for a large venue which can accommodate a multi-camera recording and a large audience. Please note that final decisions on venues and locations will be made in association with

- TG4. It is hoped that Gradam will remain in the one location for a two-year period.
- Building new audiences, especially of younger ages should be central to the submission.
 - The submissions can include suggestions of a growing the already substantial global Gradam audience and ways to further solidify their connectivity with the academy.
 - Key production and presentation personnel should be identified.
 - A maximum budget of €150,000 is available for production costs to include the staging and recording of the event. Venue hire, marketing costs or any other expense incurred outside of staging and filming costs will not be included in this budget.
 - TG4 will secure a full buy out of rights under the contract signed for this production.

Please refer to www.gradam.ie for all information on Gradam Ceoil and to view past productions.

Submissions should be uploaded to the TG4 E Comm portal <https://ecomm.tg4.ie> by selecting round type 'Gradam Ceoil TG4 2022' by Friday, 29th October 2021.

Further information and enquiries to: [**Proinsias.ni.ghrainne@tg4.ie**](mailto:Proinsias.ni.ghrainne@tg4.ie)
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