

BETTER TOGETHER MUSIC INCUBATOR

2025 Guidelines

Better Together Music Incubator is an initiative of Music Columbus that aims to provide emerging Central Ohio musicians with artistic and entrepreneurial development training and tools to reach their career goals.



This incubator offers participating musicians 5 months of free, ongoing mentorship, collaboration, and learning. This includes one-on-one and group development sessions pertaining to artistic, business, and performance development.

If you are looking to advance your music career in this DIY world of music development, we can help. Don't miss this opportunity!

Participants will finish the program with the tools and skills to more confidently navigate the music industry, including:

Key Assets

- Professional Photos
- Marketing & PR Plan
- Branding Strategy
- Professional Recordings
- Detailed Stage Plot
- Electronic Press Kit
- Professional Network

Artistic Development

- Vocal Instruction
- Songwriting & Collaboration
- Performance Refinement

Essential Knowledge

- Clearly Defined Goals & Mentorship
- Financial Management
- Music Copyright and IP Management
- Fees and Contract Negotiation
- Basics of Sync Licensing
- Recording Studio Orientation
- Basics of Booking
- Marketing Practices



2025 Schedule of Program Events

Workshops will take place weekly on **Wednesday evenings from 6-8pm** **August through November**. Independent sessions will be scheduled based on musician and instructor availability.



PHASE 1: ARTISTIC DEVELOPMENT

Welcome Event

Workshops

- Listening Session
- Vocal Training
- Recording Planning
- Mentors Q&A

Independent Sessions

- Goal Setting w/Music Columbus
- Songwriting w/Jesse Henry
- Vocal Training w/Laura Camara
- Photo Sessions w/Mitchell
Multimedia

PHASE 2: BUSINESS DEVELOPMENT

Workshops

- Marketing & PR
- Budgeting & Finances
- Legal
- Sync Licensing
- Management

Independent Sessions

- Recording Studio Time (16 hours) at
local partner recording studios

PHASE 3: PERFORMANCE DEVELOPMENT

Workshops

- Booking
- EPKs & Stageplot Prep
- Performance Masterclass

Final Showcase - December 13th at
A&R Music Bar & The Basement

Who is eligible to participate?

Local musicians/bands who:

- Are residents of Central Ohio (Delaware, Fairfield, Franklin, Knox, Licking, Madison, Marion, Morrow, Pickaway, or Union County)
- Have already developed a clear sound and now need additional mentorship to refine and harness their talents to achieve success
- Have clear goals for the next step in their careers but could use some extra resources and support to reach them
- Can commit to participating in the entire duration of the program - August 1 - December 15, 2025
- Are 18 years or older by the start of program (August 1, 2025)

To Apply

Fill out the form at this link.

By June 16, 2025

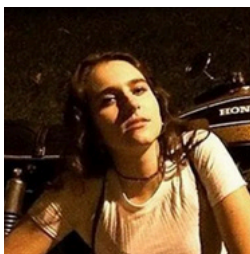
*Please only submit ONE form per musician/band. Bands should include relevant information for all individuals on the same form.

Selection Process

Applications will be assessed by members of our Local Advisory Council. This council is responsible for reviewing applicants' eligibility and merit as well as recommending 10 musicians/bands to participate in the 2025 program.

Chosen participants will be notified by July 8th.

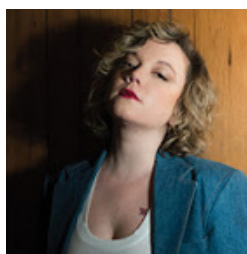
Local Advisory Council Members



Maddy Ciampa
Musician, Producer, &
Sound Engineer



Jesse Henry
Musician & Producer



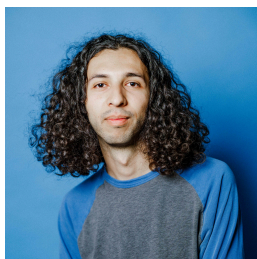
Lydia Loveless
Musician & Producer



J Rawls
OSU / Polar Entertainment



Brady Bair
Musician & 2023
Incubator Participant



Miguel Acero
Musician & 2024
Incubator Participant



Noraa Stoke
Musician & 2024
Incubator Participant

Music Columbus

Music Columbus (aka Columbus Music Commission) is a registered 501c(3) nonprofit whose mission is to build a city where people can prosper in the business of music while contributing to Columbus' overall cultural and economic growth.

To learn more about Music Columbus and the programs we offer, please visit our website: www.musiccolumbus.com

ADDITIONAL QUESTIONS?

**Feel free to reach out to Deputy Director,
Amy Holihan via amy@musiccolumbus.com**

Special Thanks to:

**Class Acts Entertainment
Greater Columbus Arts Council
Inspire PR
Ohio Arts Council
Promowest/AEG
Wild Goose Creative**