

**LOUISIANA OFFICE OF TOURISM  
2024-2025 MUSIC AMBASSADOR PROGRAM  
GUIDELINES AND APPLICATION**

**I. PURPOSE**

The mission of the Louisiana Office of Tourism (LOT) is to promote tourism in Louisiana. The goal of the Lieutenant Governor’s Louisiana Music Ambassador Program (“Program”) is to provide a Louisiana presence at major national and international music festivals and music events to promote Louisiana’s music and cultural heritage and to encourage visitation to the state.

<p><b>II. APPLICATION DEADLINE:</b> Applications must be received a <b>minimum of 90 days</b> before the Event is scheduled to begin.</p>
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**III. GUIDELINES**

**A. ONE STIPEND PER EVENT, TWO PER CALENDAR YEAR**

- (1.) The maximum stipend in the Calendar Year Cycle is \$2,000.
  - (a) Music Ambassadors will be reimbursed a stipend of \$1,000 per qualified event with no more than two (2) qualified events per calendar year.
- (2.) An Artist/Band must apply for each qualifying event per performance.

**B. PAYMENTS**

- (1.) An Artist/Band is eligible to receive reimbursement of one hundred percent (100%) of the \$1,000 for the performance at an **Event** and promotion of Louisiana at the **Event**.
- (2.) **After the Event**, a **single payment** will be made on a basis upon the Artist/Band submission of proof of performance and an invoice.
- (3.) Music Ambassadors must submit an original invoice on band letterhead including the event name with the reimbursement amount or use the sample on page 4.
- (4.) Once Miles receives the invoice, it will be processed with 4-6 weeks for direct deposit payment.

**C. EVENT ELIGIBILITY**

- (1.) An Event qualifies as a music festival.
- (2.) The Event must be at least three (3) years old.

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- (3.) The Event must take place between January 1, 2025, and December 30, 2025.
- (4.) The Event must take place outside of Louisiana.

**D. APPLICANT ELIGIBILITY** – To be eligible to apply for the Music Ambassador Program, the applicant must:

- (1.) Perform at a music festival where the attendance at the festival must be a minimum of 10,000-person venue or the prior year was at least 10,000. This is a cumulative number. For example, if the festival is a two or three days then take the total of the cumulative.
- (2.) Make three (3) social media posts - one before, one during, and one after the Event using the hashtags, #LouisianaFeedYourSoul and #LouisianaMusicTrail. Dated screenshots of each of the three (3) social media posts will be required for proof of performance.
- (3.) Sign the contract prior to their performance.

**VI. GRANT AWARDS**

- A.** Music Ambassadors will be notified by email of the final status of their requests.
- B.** Prior to submitting the contract, the artist/band must fill out the attached Vendor Packet for Miles. Once an artist/band does this, they do not have to resubmit it for other events.
- C.** An award is subject to execution of a Contract.
- D.** The Contract will include the guidelines, reporting requirements, audit requirements, and payment terms.

**IV. HOW TO APPLY**

- A.** Complete the application [here](#) for the Music Ambassador Program.
- B.** Send electronic copies via email to [lcowell@crt.la.gov](mailto:lcowell@crt.la.gov).
- C.** Complete the Vendor Packet that can be found [here](#) and submit it to [kimberly.littlefield@milespartnership.com](mailto:kimberly.littlefield@milespartnership.com).

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**Company Name**

*Your Company Slogan*

Street Address  
City, ST ZIP Code  
Phone: Phone Fax: Fax

**TO:**

Miles Partnership  
10202 Perkins Rowe Suite E-160  
PMB#3899  
Baton Rouge, LA  
Phone: 225-615-6307

**INVOICE**

INVOICE # XXX

DATE: DATE

**COMMENTS OR SPECIAL INSTRUCTIONS:**

DESCRIPTION	TOTAL
(Artist Name) performance for Music Ambassadors on (insert date/location)	\$
Due: Upon Receipt	
TOTAL DUE	
\$	

**THANK YOU FOR YOUR BUSINESS!**