



Works-in-Progress Artist Pitch Session

New York Hilton Midtown

Saturday, January 10, 2026 from 2:00-3:30 p.m. ET

Deadline to Apply: Tuesday, September 30, 2025 at 11:59 p.m. (EDT)

Pitch Overview

The Works-in-Progress Artist Pitch Session showcases new projects from artists and companies in the U.S. and abroad. To be eligible, the project must:

- Be in development and expected to be ready for U.S. touring within the next 2-3 years, and
- Not yet premiered in its current performance version or had a world premiere.

Each pitch must focus on one specific project or program. Pitches that cover an agency's full roster or multiple program options will not be accepted.

Application Overview

Applications will be reviewed by a selection team comprised of APAP members, staff, and colleagues from other organizations in the presenting field. The selection team will review and select applicants to ensure a balanced and diverse cross-section of projects and programs that together will be of widest interest to the audience. The project or new work may be discipline-specific or multi-disciplinary and may include site-specific work designed for non-traditional performing arts venues. A maximum of 12 performances and/or projects (12 pitches total) will be selected for an audience of approximately 200 presenters and producers. A management company/agency can submit an unlimited number of applications, however, a maximum of two pitches per management company/agency will be selected. **Applicants will be notified of their application's status no later than October 22, 2025.**

Artists, agents and/or managers do not need to be APAP members to apply but, if selected, will need to hold an active APAP membership through January 2026. **If not an APAP member at the time of submission, participants will need to attain an APAP membership no later than October 30, 2025.**



A maximum of 2 individuals will make the pitch presentation on behalf of the artist(s) and the work that is being pitched.

APAP will list all or some of the following: the artist, title of work, agent information, short description (up to 100 words), photo, and who is presenting each work on [APAP365.org](https://www.apap365.org) and in an information packet to be distributed to the live audience. Most information will be collected through the [online application](#), but additional information or edits may also be requested and are due by **December 22, 2025**. While all session attendees must be registered for the [APAP|NYC conference](#), up to 2 individuals from the agency or management representing the artist(s)/work to be pitched may also attend the Works-in-Progress Artist Pitch Session.

Terms and Conditions

If selected to present at the Works-in-Progress Artist Pitch Session, you will agree to the following:

- By agreeing to participate, the applicant agrees to attend be present for a setup at 1 p.m. on January 10, 2026.
- The pitch presentation may not include any live performance, may not exceed 3 minutes in length (no more than 60 seconds of which can be video) following the introduction by the moderator, and may not have more than 2 pitch presenters. After the pitch session, artists will have the opportunity to sit at tables to meet presenters to discuss their work.
- APAP will not subsidize participation in or travel to New York City for the pitch session.
- APAP will not provide the pitch presenter(s) (artist, agent or manager) with a complimentary pass for the APAP|NYC conference.
- Applicants may publicize and promote the Works-in-Progress Pitch Session, and APAP may promote projects or programs on the APAP website and other digital platforms.
- APAP may record the pitch session for presentation on the APAP website or for other non-commercial uses such as news, APAP promotion, or archival documentation.
- APAP may replace selected pitch presenter(s) who fail to submit proper presentation materials by the indicated deadlines outlined in their agreement.
- Only those attendees who have purchased a full conference registration will be able to attend the pitch session (with the exception of the (up to) 2 pitch presenters and the (up to) 2 individuals from the agency or management representing the artist(s)/work to be pitched. Requests must be submitted to APAP in writing before **October 30, 2025**).



Application Materials

Applicants must submit materials through the [online application system](#). Please note that applications submitted via email will not be accepted. Review and collect the information below before beginning the [online application](#). Applicants will not be able to save incomplete applications or make changes to applications once submitted.

1. Applicant information

Main Contact for this application/pitch:

Main contact name, affiliation to artist, e-mail address, phone:

Artist Information

Artist name, e-mail address, phone, website:

Agent/Manager Information

Agent/manager name, e-mail address, phone:

Agency/company name, website:

2. Pitch Presenter information (two max)

1st pitch presenter name, title, organization/affiliation (for APAP promotion if selected)

2nd pitch presenter name, title, organization/affiliation (for APAP promotion if selected)

3. Cover letter about the project/work (one page max)

Describe how the project/work came to be developed, including key individuals involved (e.g. artists, producers, partners), thematic content or focus, target audiences and any other elements that make it unique. Also include information about the presenters, content and format of the proposed Works-in-Progress Artist Pitch Session presentation.

4. Name and Location of Artist/Company (for APAP promotion if selected)

5. Title of the project/work (for APAP promotion if selected)

6. Brief 100 word description (for APAP promotion if selected)

7. Discipline and genre, e.g. dance; contemporary (for APAP promotion if selected)



8. **Length**, e.g. 1 hour 30 minutes, no intermission (for APAP promotion if selected)
9. **List of project collaborators**, including leading artistic, management and producing personnel
10. **Cast and company**, e.g. 5 dancers; 2 musicians; 2 crew
11. **Potential performance fee and other costs**, e.g. \$20,000 plus air travel and hotel for 9 people, plus costs of shipping of set design elements (for APAP promotion if selected)
12. **Anticipated general technical specifications and requirements**
13. **Potential touring activity**

Optional Supplemental Materials

Applicants may submit up to of 3 electronic attachments such as news articles, press releases, photos, or a link to an electronic press kit. Applicants may submit a link to one online video clip of a performance or rehearsal (3 minutes max) for the selection team to review. Although video submissions are optional, they are highly encouraged.

Questions? Contact programs@apap365.org.