

SXSW[®] ↙
LONDON



MUSIC FESTIVAL

APPLY TO CURATE SUBMISSION GUIDE

SXSW London is where the industry meets the world's most disruptive sounds. A new music platform co-curated by scene-defining pioneers alongside the next wave of DIY disruptors. From major international media platforms and record labels to grassroots collectives and underground radio.

We're looking for standout curators to host and co-programme official stages at SXSW London 2026. Submit your proposal for the chance to showcase the very best of your scenes, bringing together bands, DJs, artists, and collectives for an unforgettable night of music and culture.

We welcome submissions from anywhere in the world featuring artists of every genre and background, whether emerging or established, independent or signed.



DEADLINES

- Submissions Open: 22nd September 2025
- Submissions Close: 24th November 2025 9AM GMT

Important details:

- All Artists in the submission need to have given their permission to to participate, be available during the event between 1 and 6 June 2026 and agree to perform for the standard SXSW London stipend
- If successful then the you will be guaranteed to curate a showcase at SXSW London 2026
- Every SXSW London showcase must take at least one artists from the Apply To Play submission process, including those successful through this process.
- We may not be able to accommodate all artists listed within the submission.
- Showcase timings vary across the festival and last between 3 and 8 hours.
- SXSW does not cover artist travel or accommodation expenses
- See full list of FAQs below





HOW TO APPLY

The SXSW London Music Apply to Curate submissions process is managed via Awardsforce, a platform that allows us to securely collect and review entries while ensuring that confidential information is protected.

To help you prepare, we've outlined below some guidance on what information is required and how to make your submission stand out.

Awardsforce includes a Save Draft feature, so you can start your submission and return to it later if you're not able to complete all the questions in one sitting. At the end of this document, you'll also find a full list of the questions for each section. This gives you the option to prepare your answers in advance and then transfer them into Awardsforce at your convenience.

Please note that all submissions must be completed via Awardsforce. Unfortunately, we are unable to accept written or emailed submissions under any circumstances.

Craft a Strong Submission

A clear, concise, and creative submission will help us understand your music and make it stand out. Answering the questions thoughtfully and showcasing your best tracks / live videos is a great way to leave a strong impression.

Tell Us What You Hope To Achieve at SXSW London

A key part of a successful submission is thoughtfully and succinctly answering this question in the Submission Information section.

This helps us understand why your brand is the right fit for SXSW London and what you aim to accomplish by taking the stage at the event.



Overview of Awardsforce Process

Landing Page

To start your submission, please visit www.sxswlondon.awardsplatform.com

On the landing page, enter your email address in the “Log in or register” section and click Continue. You’ll then receive a verification code from the SXSW London email system—enter this code to complete your registration.

Once registered, you can log in to the Awardsforce platform at any time. To start your submission, simply click the “Start Submission” button, which will guide you through the full process step by step.

Start Here

As well as SXSW London Music submissions, Awardsforce platform is also used for the Conference submissions.

Please ensure on this page you select “Music Festival” and then “Apply To Curate” on this page to ensure you are taken to the right page for your submission.

Proposed Showcase Information

This section is designed to gather detailed information about you, the organisation or collective you represent, and the vision behind your submission. Here, we want to understand who you are, your experience, and what drives your work in the music and creative scene.

In addition, this is your opportunity to explain why you want to curate a showcase at SXSW London, what you hope to achieve, and why now is the right time for the music scene you represent. Sharing your goals, aspirations, and the impact you aim to make will help us understand why your proposal is the right fit for the event and how your showcase could contribute to the broader SXSW London experience.

In this section we ask the you for “Key Music Genre” this is the most relevant genre to the showcase, if you represent multiple genres we still ask to select one main genre and select other relevant genres underneath.

Proposed Line Up

This section is where you provide the full line-up for the showcase you wish to curate. It's important to include all relevant information for each artist or act you





plan to feature, including their name, type of performance, and any other details requested in the form.

Carefully filling out this section allows us to understand the vision and flow of your showcase, ensuring that every artist included aligns with the overall concept you're proposing. Please double-check that all artists are available and willing to perform at SXSW London 2026, as incomplete or inaccurate information may affect the evaluation of your submission.

Your line-up is a key part of your submission, please take your time to present your choices clearly and thoughtfully.

FAQs

Do the Artists in my Proposed Lineup need to be available at time of submission?

Yes. Before submitting, all artists included in your entry should have been contacted and confirmed both their availability to perform at SXSW London and their agreement to the standard artist stipend offered.

Will all of the artists in my submission be invited to play?

The number of slots in each showcase varies by venue, so we cannot guarantee that all artists in your submission will be scheduled to perform within the allocated time. That said, we will make every effort to accommodate all included artists within your submission.

If successful, what is the process of finalising my lineup?

Each showcase is co-programmed by the showcase co-curator and the SXSW London Music programming team, with all artists mutually agreed upon before final confirmation. That said we will support and uphold the overall direction and the suggested artist selections submitted as part of the application.

SXSW London will provide co-curators with offer sheet templates and the festival's terms and conditions to share with artists once mutually agreed. After confirmation, the SXSW London administrative team will manage contracting directly with the artist, while the production team will liaise directly with each artist as the event approaches.

A comprehensive information pack, outlining the full process and the division of responsibilities between the curator and the SXSW London team, will be provided once the showcase is confirmed.



Will I receive payment for curating a showcase at SXSW London 2025?

Yes. Each showcase curator will receive a £150 fee as recognition for their work. We do not cover any additional expenses beyond this.

In addition, you'll receive four SXSW London Music Badges, giving you full access to the event. This includes entry to the music conference, industry mixers, and other networking opportunities, allowing you to connect with artists, industry professionals, and fellow curators throughout SXSW London 2025.

If I have a sponsor, could that brand sponsor my showcase?

SXSW London does not permit third-party sponsorship of showcases within the festival as standard, this is done so to protect our ongoing brand partnerships. However, if your application is successful and you have an existing brand partnership, this may be considered on a case-by-case basis.

Can I make a Submission again if I Applied last year?

Yes. We strongly encourage artists whose applications were unsuccessful last year to reapply. Each festival edition brings fresh opportunities, new audiences, and different perspectives.

Can I include Artists that performed at last year event?

No. As a music showcase festival dedicated to highlighting new and emerging talent, SXSW London does not program artists who have previously performed at the festival.

Will my showcase need to include an artist from the Apply to Play submissions?

Yes. Each showcase has one space reserved for an artist from the SXSW London Apply to Play submissions. We work with you to finalise the line-up and support collaboration, ensuring your showcase stays cohesive while highlighting fresh, emerging talent.

Will all artists receive payment for performing as part of a showcase at SXSW London 2025?

All Artists performing at SXSW London will be provided a standard expense stipend of £150 for solo performers or duos, and £350 for groups of three or more. This stipend can be used to cover costs related to performing at the festival.



Each Artist will receive one SXSW London Music badge (one per band / artist), and each performing member will receive a Music Festival wristband which provides access to the other music events throughout the week

Does SXSW London cover artist travel or accommodation expenses?

SXSW London does not cover any artist expenses, including travel or accommodation, beyond the standard expense stipend.

Do venues provide a backline?

All venues will have a standard backline of drums, amps, mic - beyond that the artists or co-curator will need to provide additional backline required

Can I apply to talk about music at the Festival?

As part of the SXSW London Conference we're hosting talks on music. It's one of our 23 Conference Tracks. To find out how to speak, head to the [Apply to Talk](#) section on our website.

Will I have to pay a fee to submit?

Yes, each submission is required to pay a £15 administration fee.

If this cost makes it difficult for you to apply, please get in touch with us at music@sxswlondon.com.

Can an artist I want perform at my SXSW London showcase play other shows in London or other UK & European showcase festivals?

SXSW London does not impose a strict exclusivity policy on Showcase Artists. In fact, we encourage emerging artists to perform at as many other festivals and events across the UK and internationally as possible.

That said, we ask that you refrain from confirming any other performances in London, during the week of the festival and one week either side of the event, without prior written approval from the SXSW London Music team.

We also ask that you inform us, as a courtesy, of any other London performances outside of this period.



How are the successful Apply to Curate a Showcase submissions selected?

SXSW London is where the industry meets the world's most disruptive sounds. We're looking for scene-defining pioneers alongside the next wave of DIY disruptors.

The SXSW Music Festival programming team reviews and evaluates all submissions, with the aim to ensure the broadest range of new music scenes are reflected in the programme. We seek to ensure a good balance of genres, locations, contexts and approaches to music making.

If I am not selected to curate a showcase, should I still come to SXSW London?

SXSW London provides a great opportunities for music professionals with access to insightful panels, exclusive parties, and one-on-one mentoring sessions, alongside countless networking opportunities with industry leaders.

Throughout the week, you can connect with fellow professionals and industry leaders, discover new ideas, and gain the knowledge and contacts to take your career to the next level.

I'm unsuccessful, will I get feedback?

Unfortunately, due to the volume of applicants, we're unable to offer individual feedback. However, general online feedback sessions are planned for Spring 2026.

Are there any age restrictions to participate at SXSW London?

Applicants must be at least 18 years old to participate.