



Photo: Alina Pash | Alina Pash at Sziget 2022



Photo: Daniel Válek | The Hardkiss at Rock for People 2022



ARTIST BOOKING

One of the best ways your festival can support Ukraine is by inviting Ukrainian artists to join your line-up



Why is this important for the artists?

Artists in Ukraine face a lot of challenges at the moment:

they struggle to make a sustainable living - most concerts in Ukraine are committed to fundraising

regular touring is difficult due to a high upfront cost and exhausting travel times in and out of Ukraine due to the inability to fly; artists are forced to travel by land for days at a time

many acts cannot leave Ukraine since they have draft-eligible members, so there is a limited pool of UA-based artists available for booking

UA acts based outside of Ukraine struggle to find a foothold in the new markets

By playing at festivals, Ukrainian artists can get money to sustain their careers if they get paid enough. They also get to use their music as soft power - they promote Ukrainian culture and cause and share their personal experiences of war from the stage. A festival booking is an anchor for them to start planning more shows in neighbouring markets. They also get a chance to rest from the wartime reality in Ukraine and do what they love most - play for an audience. It also helps them to establish gain traction in a new market.

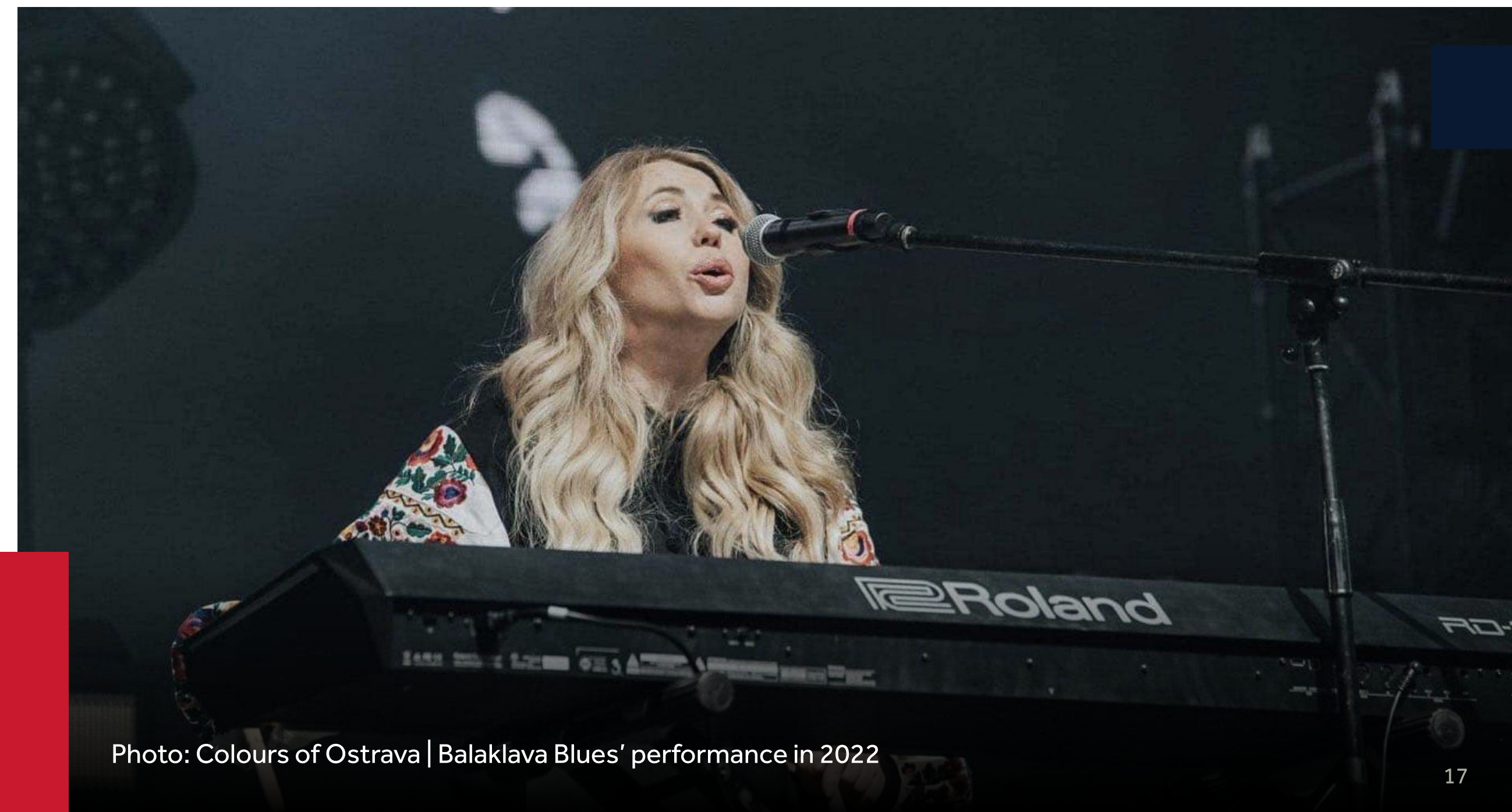


Photo: Colours of Ostrava | Balaklava Blues' performance in 2022

Why is this good for your festival?

It is a great investment since the Ukrainian music scene is currently blooming. There are more high-quality Ukrainian artists than ever, so you can find a perfect fit for your line-up, regardless of budget. It is a great gesture of solidarity, improves the diversity of your line-up, and shows that you are ready to give a platform to the voices who need it. This will also introduce your audience to Ukrainian music, which will make future Ukrainian bookings more worthwhile - the audience will grow fond of these artists, and their fees are smaller compared to artists from more established markets.

Why is this important for your audience?

Hearing about what is happening in Ukraine firsthand from a Ukrainian artist on stage will give your audience a new perspective and generate a stronger, more personal bond with Ukraine. They will understand that there is more to Ukraine than the sheer destruction that the war brings — there is also incredible music and spirit to be found there. This will inspire people to take a more active stance on Ukraine, prompting them to share information or join fundraising efforts, especially if they are available at your festival.

Leading by example

Right now, among other big festivals, Pohoda Festival and Sziget Festival show great commitment to showcasing Ukrainian talent. Sziget had 12 Ukrainian acts in 2022, 10 in 2023 and booked at least as many for 2024. Pohoda had 6 in both 2022 and 2023. Both featured special performances, which we will discuss in the next section and went beyond showcasing just music by giving a stage to Ukrainian theatre and other art forms.



Photo: Kazka | Kazka's performance at Sziget Festival 2022

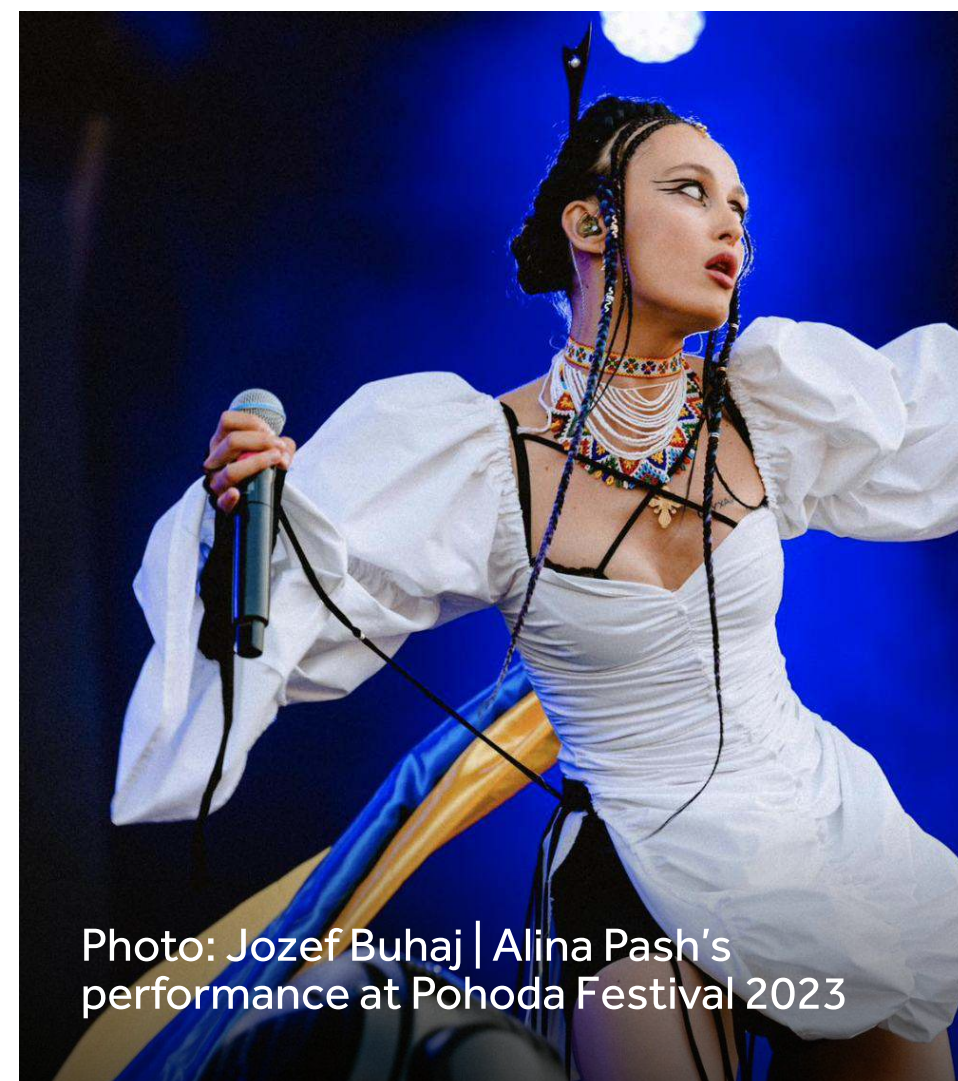


Photo: Jozef Buhaj | Alina Pash's performance at Pohoda Festival 2023

”

Booking Ukrainian artists and supporting fundraising for Music Saves Ukraine at events like Sziget Festival is crucial because music has the power to heal, unite, and inspire hope in times of crisis. By contributing to this cause, we are not just helping a country in need, but also sending a powerful message of solidarity and compassion to the world. Music transcends language barriers and connects us on a deep emotional level, reminding us of our shared humanity. In these challenging times, coming together through music and art helps us to spread awareness, foster empathy, and make a tangible difference in the lives of those affected by hardships. Joining hands to support Music Saves Ukraine at Sziget Festival, The Island of Freedom is not just charity – it is a meaningful expression of love, support, and solidarity towards our global community.



Tamás Kádár
Sziget Festival

Where to find an artist to book?

If you want to book a Ukrainian artist, you can contact Music Saves Ukraine or Music Export Ukraine by clicking on the links below. You will receive information about the potentially available artists based inside or outside of Ukraine who would fit your genre and budget needs.



 uame.org.ua or

 info@musicsavesua.com



 musicexportukraine.com