Berlin, 11 July 2025

PRESS RELEASE: LABEL FUNDING – ALLOCATION OF FUNDING AND CALL FOR CONCEPTS FOR THE THIRD FUNDING ROUND 2025

The recipients of the second funding round 2025 in the Label Funding Programme are determined – Musicboard Berlin awards a total of 20,190.00 euros to five projects. At the same time, the third funding round begins, with an application deadline on 15 August 2025.

Within the Label Funding programme, Musicboard Berlin regularly grants indirect artist funding to label operators who are planning specific steps to establish newcomer artists from the field of pop music. The financial support for some components of promotion and marketing helps labels operate with more flexibility, and the addition of the labels' expertise works to the artists' benefit. Both labels and artists must be based in Berlin.

The funding is awarded upon recommendation of an independent jury of Berlin-based pop experts. In 2025, the jury appointed to the Label Funding programme consists of Beate Dietrich (Member Services at VUT, project manager at MEWEM), Eva Rölen (booking agent, artist and event manager), Ji-Hun Kim (chief editor Das Filter, freelance lecturer, DJ, music producer), and Peer Steinwald (Senior Director Creative Services at Budde Music).

Five Berlin-based labels receive funding

In the second funding round 2025, 19 applications with a total volume of 84.000,00 euros were submitted by the application deadline on 15 May. On the recommendation of the jury, five projects are supported with a total of 20,190.00 euros:

Label	Artist	Funding
Ghost Palace Records	Daniel Benyamin Quartett	5,000.00 Euro
Bread, Butter & Champagne	Luke Noa	4,500.00 Euro
goldendays FM	UCHE YARA	4,400.00 Euro
RE-TON	Menstruationsmassaker	3,690.00 Euro
herz in schwarz	Sorah	2,600.00 Euro

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Applications for the third funding round now open

The online application process for the third and final round of label funding 2025 is now open. **The application deadline is 15 August 2025 at 6 p.m.** The allocation of funding is subject to the availability of funds.

About Musicboard Berlin

Musicboard Berlin was founded in 2013 with the purpose of supporting pop music in Berlin. It represents an appreciation for diversity and stands for music funding that focusses on the artistic quality, content, and potential of the musicians it promotes. Through various funding programmes, musicians and music projects receive grants. Musicboard also produces the Pop-Kultur festival and the Fête de la Musique Berlin. As the central point of contact for the city's pop cultural music scene, Musicboard provides counselling to Berlin musicians, bands, organisers, and collectives, and supports networking and dialogues in close cooperation with politicians and officials. It relies on the involvement and innovative strengths of Berlin's music makers, their communities, and collectives.

Musicboard was created as a joint initiative of Berlin's music community and the state of Berlin and since 2015 exists as a state-owned limited liability company. It is administrated by the Senate Department for Culture and Social Cohesion of the State of Berlin.

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