

WHAT MAKES A GOOD APPLICATION?

SAVE
THE NIGHT
Jägermeister

SAVE THE NIGHT FUND 2025

A woman with long dark hair and large hoop earrings is looking towards the camera. She is wearing a dark blue t-shirt with a circular logo. The background is a blurred nightclub scene with vibrant blue and purple lighting.

THE NIGHT IS MORE THAN WHAT HAPPENS AFTER DARK.

It's the magical in-between. The place where identities are found, rules are bent, and tomorrow's culture is born while the rest of the world is fast asleep.

But the night is under pressure. That's why the SAVE THE NIGHT Fund is back – bigger and more ambitious than ever – with €156,000 in funding and mentoring. We're looking for the brightest ideas to make nightlife safer, more inclusive, more sustainable and more conscious.

This **global open call** actively scouts for innovative projects that drive positive change in nightlife, rewarding the most promising applications with funding, mentorship and visibility across our worldwide network. We're opening the Fund once again for ideas big and small, from €10,000 up to €156,000.

After three successful rounds, we've seen that the best ideas come straight from the night itself, from the people who live it, shape it and protect it. In October we hosted a digital '**Grant funding workshop with Elijah**'. This document builds on that session: a guide to help you refine your concept, strengthen your proposal and make the most of your application.

Spread the call and join the movement. If you have any questions, reach out to savethenight@thebridgeclub.xyz.

HOW TO APPLY

The SAVE THE NIGHT Fund supports ideas that push nightlife forward, Your idea should hit on one or several focus pillars in order to be reviewed. You can find the application form [here](#), it will guide you through step by step.

IMPROVING NIGHTLIFE SAFETY

Whether it's creating codes of conducts, creating safer spaces or an app that gets people home safely: we're all for creating a culture of care.

MAKING NIGHTLIFE ACCESSIBLE & INCLUSIVE

We're looking for projects that open spaces to those who are often excluded because of gender, race, sexuality, ability, neurodiversity or income.

CREATING MORE SUSTAINABLE NIGHTLIFE

Meaning sustainable on both fronts. From rethinking energy use and cutting waste to finding ways to keep your project alive without endless funding.

ENCOURAGING CONSCIOUS BEST NIGHTS

We're all for creating an environment of mindful consumption so people can have a night to remember without regrets.

WHAT MAKES A GOOD APPLICATION?

MOBILISE YOUR COMMUNITY (EARLY)

Get the people around you excited and on board before you hit send. Let them help refine your idea and show that there's real energy behind it. A strong application demonstrates that your concept matters to people – whether it's your local community or a global one.

SHOW PROOF OF CONCEPT

Demonstrate your ability to deliver. Build on something you've already tested and showcase your best work so assessors can easily see your potential. So, make your strengths clear. Show what you're good at, what makes your idea unique, and why you're the right person (or people) to bring it to life.

THINK BEYOND THE FUND

Whether you get funded or not, you'll walk away with a clear, refined idea you can grow and evolve for future opportunities. The best ones don't stop here and look past the horizon.

WRITE YOUR IDEAS DOWN & GET FEEDBACK

Writing your ideas down structures your thoughts. It helps you find weaknesses, clarifies your strengths and makes it easier to convey your vision. Once your idea exists on paper or pixel, it becomes real enough to share.

The best ideas don't grow in isolation. Shape yours by bouncing them off your peers, friends, colleagues, community, and whoever you feel supported by. Let them poke holes in it, challenge it, and make it stronger than it was before. Their feedback will help you shape your idea and turn it into something that can stand on its own.

FORMER FUND WINNERS HELP OUT

Looking for some extra tips?
Here's what former Fund winners share what they learned along the way.



GOOD NIGHT OUT

Bryony Beynon & Estelle Adeyeri

"Be creative in your approach and remember the SAVE THE NIGHT network is there to support you. The Fund gave us the confidence and freedom to deliver projects that offer care and paid opportunities to our team, and to create structural change so harm doesn't have to be part of nightlife."



CLUB SOL

Imogen Malpas

"SAVE THE NIGHT brought us the confidence to go after audacious goals, even if they seemed out of reach. Be specific about what it is in your lived experience or idea that will make it stand out, and don't be afraid to be a little weird or bold with what you want to build."



STUDIO CAN V

Jesse Mwenda

"The Fund showed me that it's truly possible to blend your career and your passion into one fulfilling path. It gave me real, hands-on experience in my field and reignited my love for music and the creative scene. Be intentional about your why, because that's what gives your project direction and meaning."

FAQ's

HOW MUCH EXPERIENCE DO I NEED?

That depends on the scale of your idea. We'd like to see proof that you're capable of delivering it and can actually pull it off.

HOW DO YOU DEFINE THE WINNERS?

The SAVE THE NIGHT project team first reviews applications that meet the criteria based on feasibility, effectiveness, relevance to nightlife, and alignment with our brand purpose. From there, the SAVE THE NIGHT advisory board uses a scorecard to select their top ten applications.

WHO'S JUDGING THE APPLICATIONS?

Alejandra Gomez, Dimitri Hegemann, Jorge Nieto, and Stacy Lentz.

CAN WE BUDGET TO PAY OURSELVES?

Yes. All costs related to the execution of the winning ideas must come from the assigned funding. This includes ideation, production, promotion, and any other associated expenses such as advertising or bookings.

IS HAVING ALCOHOL A PROJECT REQUIREMENT?

No. Your project doesn't have to involve Jägermeister or alcohol at all. We actively welcome alcohol-free ideas that drive positive change in nightlife.

CAN WE DO A JOINT APPLICATION?

Yes, absolutely. You can even form a one-off collective or combine collectives to strengthen your idea.

I'VE APPLIED BEFORE. CAN I TRY AGAIN?

Yes. Just don't copy and paste your previous application. Update it, make it realistic for launch in 2025, and consider how your local scene or community might have changed since then.

IF I DON'T WIN, WHAT'S NEXT?

If you don't receive funding, take the feedback and think about how to test a smaller version of your idea. You can always come back stronger next year. Not getting funded doesn't mean your idea isn't valuable.

WHERE CAN I GET HELP WITH MY APPLICATION?

Reach out to savethenight@thebridgeclub.xyz and we'll do our best to help you complete and submit your application.

KEY INFO ONE PAGER

KEY DATES

1 SEPTEMBER: Application window opens

30 NOVEMBER: Application window closes

MARCH 2026: Winner(s) announcement!

LINKS

[Meet the SAVE THE NIGHT Fund 2023 winners](#)

[Meet the SAVE THE NIGHT Fund 2024 winners](#)

[Terms & conditions SAVE THE NIGHT Fund 2025](#)

APPLICATION CHECKLIST

- ☐ Are you 21 years and over?
- ☐ Is the starting date of your project between 1 April 2026 and 31 December 2026?
- ☐ Is your estimated project budget between 10k and 156k?
- ☐ Is there a clear link to nightlife and how to make nightlife safer, more inclusive and/or sustainable?
- ☐ Are you available to work with our PR and social media teams to promote a potential collaboration?
- ☐ Do you accept our terms & conditions?

JOIN US, LET'S SAVE THE NIGHT!

[JAGERMEISTER.COM/SAVETHENIGHTFUND](https://jagermeister.com/savethenightfund)

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