



**SAVE  
THE NIGHT**  
Jägermeister

**RECAP WORKSHOP  
'WHAT MAKES A GOOD APPLICATION?'**

**SAVE THE NIGHT  
FUND 2024**

All information contained in this presentation is confidential and may not be reproduced, distributed or used for any purpose without the prior consent of Mast-Jägermeister SE.

## INTRODUCTION

# SAVE THE NIGHT FUND 2024

Jägermeister's **SAVE THE NIGHT FUND** is back: our **GLOBAL OPEN CALL** actively scouting for innovative ideas that drive positive change in nightlife, rewarding the best applications with funding and mentorship.

The previous two rounds proved that the best ideas come from the night and made us decide to set aside another €100.000,- for funding in 2024. We're on the lookout for small and big projects, from 10k and up to 100k.

As part of this year's open call, we've hosted an interactive digital workshop to talk about 'what makes a good application?' With this deck we inform you about what's coming and ask you to join forces, by spreading our call to action and aiming for as much as possible applications.

This document functions as a support to make the most out of your application, please watch the workshop's recap here and reach out to [meistercommunity@jaegermeister.de](mailto:meistercommunity@jaegermeister.de) if you have any questions.



# WHAT MAKES A GOOD APPLICATION?

## THE STRENGTH OF THE IDEA:

A lot of recent ideas have been kind of the same, make sure your idea stands out – how it can be an idea on its own

## HIGHLIGHT THE POTENTIAL BENEFIT(S):

To you and your community:  
If you're in Berlin, for example, what makes the idea important to what happens there and what does it do for the community

## YOUR ABILITY TO DELIVER IT:

You know your skills, you know what you're good at, make that understandable for someone who doesn't your city, doesn't know your area, isn't as familiar with your project, explain it to someone who doesn't know your work.

# THE IMPORTANCE OF WRITING YOUR IDEAS DOWN AND GETTING FEEDBACK

## THERE'S TWO WAYS YOU CAN DO THIS:

Elijah's been using the yellow sticky notes to publish and get feedback, in the open air – this is obviously not the way in which you can be protective of your ideas and your work.

The other way is sharing it for feedback from your peers, collaborating, asking your trusted community, colleagues, friends or whoever you feel supported by.

# FUNDING OPPORTUNITIES OUTSIDE OF SAVE THE NIGHT

**FUNDING WITH MINA – FOR UK BASED CREATIVES**

**THE CREATIVITY PIONEERS FUND BY MOLESKINE  
FOUNDATION**

**BEST NIGHTS VC – FOR CONSUMER TECH  
STARTUPS CONNECTED TO GLOBAL NIGHTLIFE  
AND ENTERTAINMENT INDUSTRY**

# SAVE THE NIGHT PROJECTS AND FUNDED IDEAS SO FAR

**CLUB NIGHTS**

**DOCUMENTARIES**

**EARPLUGS**

**REPORTS**

**STUDIOS**

**We interpretate nightlife in the broadest sense and we encourage you to bring in new ideas, new fields: Think of things that at least in your area or community that haven't been done before and can be tight to nightlife.**

2022 FUND WINNER

# IMOGEN MALPAS

APPLIED WITH 'CLUB SOL'

DID SOME ELEVATOR PITCHES  
WITH FRIENDS, BEFORE  
SUBMITTING HER IDEA

APPLIED FOR €30K

**“I was working in climate journalism, very much into how can we drive positive change – I really wanted to combine that passion for climate with my passion for music and for culture.”**

**“Friend and I wanted to experiment a bit, whether if there was a way that we could engage with people in London around climate and nightlife – bringing those areas together.”**

**“Club Sol became the idea that I apply with, a day to night party that looked at all the different aspects of how a club night comes together. How can we make these climate positive, helping to build a community around climate and people who like dancing and are curious about climate.”**

**“Be as specific as you can about everything you want to build, to budget and plan accordingly, but also to show that you’ve cared about everything you have on your mind for your idea”**

# FAQ'S

## HOW MUCH EXPERIENCE DO I NEED?

Depending on the idea you're delivering, it's depending on the scale of your idea too. We would want to see some demonstration that you're able to do it, to pull it off.

## HOW DO YOU DEFINE THE WINNERS?

Applications that match criteria are screened by the SAVE THE NIGHT project team on feasibility, effectiveness, its link to nightlife and the fit with our brand's purpose. Out of that, the SAVE THE NIGHT advisory board uses a scorecard to define their top 10 applications.

## WHO'S JUDGING THE APPLICATIONS?

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

## CAN WE BUDGET TO PAY OURSELVES?

All costs related to the execution of the winning ideas should come from the assigned funding: this includes ideation, production, promotion and any other associated costs (advertising, bookings, etc.).

## IS HAVING ALCOHOL A PROJECT NECESSITY?

It's not a project necessary to having Jägermeister, nor having alcohol.  
We highly appreciate alcohol-free ideas, we are looking for positive change in nightlife.

## CAN WE DO A JOINT APPLICATION?

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

## I'VE APPLIED BEFORE, CAN I TRY AGAIN?

Yes, you can, but:  
Don't just copy and paste the application as before! Think about how to update it, make it feasible for launching in 2025, think of what the landscape in your area or your community is going to look like, then.

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

The main thing is getting feedback for your idea, if you don't get funded, you could figure out ways to do a smaller version of it and then come back again next year.

But, most importantly: not getting funded is not us saying your idea is bad at all.

## WHERE CAN I GET ASSISTANCE FOR MY APPLICATION?

Please reach out to [meistercommunity@jaegermeister.de](mailto:meistercommunity@jaegermeister.de) and we'll do our ultimate best helping you submit the form in the best way.



# KEY INFO ONE PAGER

## KEY DATES

**9 SEPTEMBER:** Application window opens

**3 NOVEMBER:** Application window closes

**WEEK51:** Winner(s) announcement!

## LINKS

[Meet the SAVE THE NIGHT Fund 2022 winners](#)

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

[Terms & conditions SAVE THE NIGHT Fund 2024](#)

## APPLICATION CHECKLIST:

- Are you 21 years and over?
- Is the starting date of your project between 1 March 2025 and 31 December 2025?
- Is your estimated project budget between 10k and 100k?
- 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?

The background of the image features dark silhouettes of people dancing in a club, set against a dark teal background with vertical light teal stripes. The silhouettes are positioned around the central text, with some figures appearing to be in motion, suggesting a lively party atmosphere.

# JOIN US TO SAVE THE NIGHT!

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