

American Apparel® StAArt Up Fund

BIGSOUND Edition

Table of Contents

Table of Contents..... 1

Overview2

Eligibility3

Artist Selection4

Application Process5

Terms and Conditions.....6

Overview

The StAArt Up Fund by American Apparel is designed to support and empower emerging artists and musicians by providing them with the tools to amplify their creative journey. In this exclusive collaboration with BIGSOUND 2025, we are introducing the **StAArt Up Fund: BIGSOUND Edition**, where we are awarding eligible artists approximately **AU\$10,000 RRP worth of merch products** — which includes high-quality tees and hoodies.

The StAArt Up Fund: BIGSOUND Edition is **exclusive to all artists who are a part of BIGSOUND 2025**. The winner will receive American Apparel merchandise printed with their own designs to showcase their work and build their brand. In addition, we'll provide exposure through an artist feature story on our platforms and access to a community of like-minded creators who support and collaborate to drive culture forward. This is an opportunity to not only gain visibility but also reinvest the profits into your career— whether that's booking shows, recording new music, or expanding your creative reach.

StAArt Up is all about supporting innovation, creativity, and impact, and we're proud to offer a platform where artists can take their work to the next level. Whether you're an up-and-coming musician, visual artist, or multi-disciplinary creator, we want to see you thrive in your craft. This is your chance to turn your artistic vision into a reality with the backing of a trusted brand that believes in what you do.

Eligibility

We're thrilled to support upcoming artists and musicians through the project. Before you enter, make sure you meet the following criteria to be eligible:

- **Be an emerging artist, musician or band based in Australia or New Zealand** with a unique creative vision.
- Be a part of **BIGSOUND 2025**.
- **Have an active social media presence** (Instagram (mandatory), TikTok, YouTube, etc.) to showcase your works.
- **Commitment to the Fund:** The winner must be available to participate in the content shoot for American Apparel. They must also be willing to provide the necessary permissions for use of their name, image, and work for promotional purposes.
- **Agreement to Artist Story:** As part of the fund, the winner will be required to participate in an "Artist Story" feature. This will include being featured on our website and social media, where we will document their journey, shoot content, and share their story.

Artist Selection

After your application, we will go through a selection process. The winner will be selected by a panel consisting of the American Apparel team, and will be the artist who, in the panel's view, most satisfies the criteria below. There is no element of chance involved in the selection process.

1. **Artists Must Be Emerging Creators**

We are focusing on artists and musicians who are in the early stages of their career and looking for a boost to take their creative work to the next level.

2. **Innovation & Creativity**

Artists must demonstrate originality and creativity in their work. We are looking for unique designs that stand out and have the potential to connect with a wider audience.

3. **Community Impact**

Artists must show a genuine connection to their community and culture. We value creators who are not only passionate about their craft but are also contributing positively to their environment, whether locally or globally.

4. **Scalability**

Artists must show that they have the potential for growth and are eager to take their career to the next level. This can include evidence of an existing fanbase, following, or any form of media coverage or recognition.

5. **Professionalism**

Artists should demonstrate a professional approach to their art and music career, including timely communications, adherence to deadlines, and a commitment to their craft.

Application Process

Stage 1 – Submitting your application

1. Complete the **application form** provided, ensuring all fields are filled out accurately. There, you will be prompted to provide the following information:
 - **Your contact information**
 - **A portfolio of your work:** *Please include links to your social media accounts, websites, or any other platform where your music can be viewed.*
 - **A short statement (max 300 words):** *Tell us your story—how and why you started your artistic journey, and how you're looking forward to growing in your music career.*
 - **An upload link for your merch artwork**
2. Double-check your submission to ensure all information is correct.
3. **Click 'Submit'** to send in your application. You'll receive a confirmation email letting you know we've received your entry. There is no entry fee.

Stage 2 – After you submit

1. **Shortlisting Period:** Submissions will be reviewed after applications close on **August 6, 2025.**
2. **Announcement of Winner:** We will announce the winner at the BIGSOUND Music Festival.

Stage 3 – When you win

If you're selected as a winner:

1. **Confirm your availability** to shoot content with American Apparel.
2. **Confirm your willingness** to be featured in an Artist Story and provide us with any additional information we may need for production.
3. **Select your merch styles and colours** (approximately AU\$10,000 RRP worth) from our available options. If needed, a consultation session can be set up to help you in making the best choice for your merch.
4. **Provide us with your merch artwork within the discussed due date** and let our team take care of the rest, which is bringing your design to life on American Apparel tees or hoodies!

Terms and Conditions

By applying for the StAArt Up Fund, you agree to the following terms and conditions:

Eligibility

- The project is open to all emerging artists and musicians who are part of BIGSOUND 2025.

Application Process

- To apply, complete the online application form provided. All required fields, including portfolio, contact information, and a short statement, and artwork must be submitted for the application to be valid.
- By submitting an application, applicants consent to their entry being reviewed by the selection panel and acknowledge that the panel's decisions are final.

Award and Responsibilities of Winner

- Winner must provide their artwork to American Apparel by the agreed upon due date. They must provide all necessary permissions to allow American Apparel to print the artwork on the merchandise and the artwork must be original and not infringe upon any third-party intellectual property rights. Failure to provide artwork in a reasonable timeframe will result in the revocation of the win, and the next selected artist from the shortlist will be awarded the prize.
- Winner must be available for a content shoot with American Apparel. Failure to consent to, attend or participate in the shoot will result in the revocation of the win, and another winner will be selected from the shortlist.
- Winner agrees to be featured in an Artist Story on American Apparel's website and social media platforms. They must provide all necessary permissions for their name, likeness, and work to be used for promotional purposes.

General Terms

- Entries are limited to one entry per person.
- The prize is non-transferable and cannot be exchanged for cash or other products.
- By entering, applicants agree to release American Apparel, its affiliates, and partners from any liability for any loss, damage, or injury incurred in connection with the prize or participation in the project, except to the extent caused or contributed to by American Apparel's negligence or breach of these terms.
- By submitting an application, applicants represent that their artwork is their own and that they are entitled to licence the artwork to American Apparel.
- American Apparel will collect personal information for the purpose of administering the project. By entering, applicants consent to the collection, use, and disclosure of their personal information in accordance with our Privacy Policy.
- American Apparel reserves the right to modify or cancel the StAArt Up Fund at any time before the Winner is selected. Any modifications will be communicated to applicants via the website and/or email.



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