



Tabeah Berler
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To whom it may concern,

I am writing this letter as Joel Sarakula's manager in support of his application for the Arts Projects for Individuals and Groups as offered by the Australia Council. If successful the funds from this grant would be used as tour support for his upcoming Love Club tour which we see as essential for strengthening and growing his audience in Europe and the UK now that he is at the tipping-point of breaking through.

Pon't Danic Music is my Berlin-based agency and management firm. I have represented Joel Sarakula, one of only two management clients since October 2016. In the time that I've been working with Joel his profile within the industry and public has grown and he has appeared at SXSW, Primavera Sound, The Great Escape, Liverpool Sound City, Tallinn Music Week and Jazz Cafe London. I've secured a GSA agent Hauke Steinhof and a record label Legere Recordings who will release Love Club and fund a comprehensive PR campaign. Our PR and booking agent partners have all been secured and Joel now has a complete team in place. Together we have planned out a tour of Europe and the UK in May and June to promote the Love Club following its release on April 20, 2018. We see this tour as absolutely vital in offering many tangible and intangible benefits to his artistic and business growth.

Joel has previously self-financed all of his and his band's travel and expenses to showcase festival appearances in the last two years including his journey to Austin for SXSW, his two appearances at Reeperbahn Festival, The Great Escape, Tallinn Music Week, Liverpool Sound City, Primavera etc. Of course none of these showcase festivals offer any re-numeration: Joel has simply worked incredibly hard on his art and has been happy to invest huge amounts of his personal finances on it. Some compromises have to be made with self-financed projects on this scale but Joel's musical vision has always shone through brightly and these opportunities have lead to countless festival bookings, tour offers, securing booking agents, confirming his label and industry goodwill. Now with the various PR in place accompanied by an intelligently routed European and UK tour, this junction is the tipping point in Joel's career where his music finally has a chance to break through to a much wider audience. Securing this grant would be a necessary step to further the reach of his music and also a major boost of confidence in an artist on the cusp of breaking through.

Thank you for taking the time to review Joel's application for this grant. I am happy to answer any further questions.

Yours Sincerely,

Tabeah Berler
01/02/2018