



Music Bulgaria Romania Open Call

## SoAlive Showcase Festival 2025

SoAlive Showcase Festival  
invites musicians to perform at  
its 2025 edition in Sofia,  
Bulgaria, from 14–17 October.  
The festival offers the chance to  
perform in front of industry  
professionals, festival bookers,  
agents, and music labels looking  
for fresh talent.

Deadline for applications: March 15, 2025

Organizer: [SoAlive Showcase Festival](#)

Who It's For: Solo artists or bands from the Balkans playing  
original music

Apply [here](#).

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What is a Showcase Festival?

Unlike standard music festivals, a showcase festival is a  
professional networking event where music industry  
representatives—labels, agents, festival bookers, promoters,  
and media—attend to discover and connect with new talent.  
Performing at SoAlive 2025 could open doors to international  
career opportunities and collaborations.

Who Can Apply?

Eligible artists:

- Solo musicians or bands performing original music
- Based in or originating from a Balkan country
- Genres: Pop, jazz, hip-hop, electronic (with live instruments),  
soul, indie, funk, rock, metal, electro-pop, nu-jazz, folk, world  
music, acoustic pop, and related styles

\* Bulgarian acts: Approximately 10 Bulgarian artists will be selected.

### What Selected Artists Receive

- 45-minute performance slot at SoAlive 2025
- Free festival & conference passes for artists, band members, and one manager/representative
- Networking opportunities: Access to the festival's delegate database to connect with industry professionals
- Technical support: Sound, lighting, basic backline, sound engineer, and backstage catering

### Financial & Accommodation Support

- International artists: €200 travel stipend + full accommodation coverage
- Bulgarian artists (outside Sofia): Potential travel/accommodation support

For more information please visit So Alive's [official website](#).

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Image credit: [Kenny Eliason](#) on Unsplash