



## INTENTIONAL ELECTRO

Certification Agreement

# Certified Festival Seal Application Agreement

For festivals applying to be recognized as intentional fields of electronic music culture.

A clear agreement for participation in the Intentional Electro certification system. This practical template may be reviewed by legal counsel before publication or operational use.

Website: [intentional-electro.org](http://intentional-electro.org) · Email: [we@intentional-electro.org](mailto:we@intentional-electro.org)

### 1. Purpose of this document

This document confirms the festival's wish to apply for the Intentional Electro Certified Festival Seal. The Festival Seal identifies an event edition that treats electronic music as a conscious field: curated by energy, held with care and designed to create connection.

**Core sentence:** Our festival curates the field, not only the timetable. We allow our edition to be reviewed, recognized and publicly verified.

### 2. Why the Festival Seal matters

The Festival Seal helps a festival say something powerful and simple to its audience, artists, partners and press: this event is not only programmed by genre, names or ticket pressure. It is designed as a journey. It cares about the energetic effect of music, the emotional movement of the crowd and the quality of connection on site.

- It positions the festival as a pioneer in conscious electronic music culture.
- It gives the audience a trust signal before they arrive.
- It helps artists understand that their set is part of a larger energetic journey.
- It gives sponsors, partners and press a meaningful cultural story.
- It creates a visible difference from festivals that only communicate line-up, stage and hype.
- It connects the festival to the public Intentional Electro registry and movement.

### 3. What the festival submits

- Festival name and edition / year
- Legal organisation name and contact person
- Location and dates
- Expected audience size
- Website and social links
- Current or previous line-up / timetable if available



- Programming approach: how the festival curates energy, stages and time slots
- Description of how the festival will implement the Intentional Festival principles
- List of any already certified DJs booked or planned
- If no certified DJ is booked yet: suggested DJs who may apply, or a request for support in finding suitable certified DJs
- After the festival: **We agree to provide reasonable evidence of our intentional curation if requested, including selected materials such as timetable logic, stage concepts, artist briefings, audience journey notes, public communication, feedback, photos, links or post-event reflection.**

## 4. What the festival must demonstrate

A festival does not need to be perfect. It needs to show a serious, practical commitment to intentional curation. The following points make the application concrete.

- Curation by Energy: the programme is arranged as an energetic buffet, not only as a list of acts.
- Intention Vow: the programming team can name what the festival wants to create emotionally and culturally.
- Stage Consciousness: stages have a clear role, atmosphere or energetic function.
- DJ Alignment: at least one certified DJ is booked, or suitable DJs are proposed for certification, or the festival asks for support in identifying candidates.
- Signal Culture: the festival communicates simple signals or language that help the audience give feedback to the DJ in realtime.
- Stage Concierge: the festival will offer a stage concierge to every stage / DJ slot that will be a communication bridge between the audience and the DJ
- Co-Creation: the festival creates space for audience presence, connection or shared meaning, not only consumption.
- Integrity: the festival uses the seal honestly and only for the certified edition.
- We understand that the Seal is not a symbol of perfection. It is a public promise of intention, care, transparency and follow-through.
- We will use the Seal only for the certified festival edition and only while our certification is active.

## 5. What the festival receives if accepted

- Official Intentional Electro Certified Festival Seal for the certified edition
- Digital seal files as PNG for online use
- Print-ready PNG files for offline use where suitable
- Public listing in the Certified Festival Registry
- Festival certification link for verification
- QR code connected to the certification link
- A short certification statement for the festival website, ticket page, partner deck and press texts
- One annual curation support touchpoint: review of line-up logic, energy arc or slot labeling, depending on the festival's current planning stage
- Possible visibility inside the Intentional Electro ecosystem and future certified festival map

## 6. What the annual support includes

The support is designed to make the certification practical, not symbolic. Once per certified edition, the festival may receive one focused curation support touchpoint. This can be a written review, a call or a structured feedback note, depending on operational capacity and the festival's planning stage.

- Review of the energetic arc of the line-up or timetable
- Suggestions for where certified or suitable DJs may fit
- Stage or slot labeling ideas based on intention and energy
- Feedback on how the festival communicates the seal to the audience



- Clarification of what still needs to be strengthened for certification or renewal

## 7. Public registry and verification

The festival agrees that, if certified, its public festival name, edition, location, relevant links, certification status and certification link may be listed in the Intentional Electro certification area. This makes the certification searchable and verifiable for visitors, artists, press, partners and collaborators.

## 8. Free application period until the end of 2027

Applications and the review process are free until 31 December 2027. The certification itself is not presented as a purchased object. In later phases, a fee may be charged for application handling, jury review, renewal, registry administration or curation support.

## 9. Use of the seal

- The seal may be used only after acceptance.
- The seal applies only to the certified festival edition named in the confirmation.
- The seal may be used on the festival website, ticket pages, posters, digital announcements, press materials and on-site communication.
- The festival may use the provided PNG seal files online and offline.
- The seal may not be used to imply that other editions, spin-offs or partner events are certified unless separately confirmed.

## 10. Duration, renewal and revocation

Festival certification is valid till the end of the same year of the certification. Intentional Electro may suspend or withdraw the seal if the festival materially misrepresents the certification, uses the seal for uncertified editions, or acts in a way that undermines the integrity and trust of the certification system.

## 11. Festival commitments

- We submit our event honestly and represent our programming accurately.
- We understand that the jury reviews intention, coherence and practical implementation.
- We agree that acceptance is not guaranteed.
- We agree to use the seal only for the accepted edition.
- We actively support a more intentional, emotionally aware and connected electronic music culture.

## Signature

|  |  |
|--|--|
| <b>Applicant / Organisation legal name</b>     |  |
| <b>Public artist / project / festival name</b> |  |
| <b>Email</b>                                   |  |
| <b>Website / profile link</b>                  |  |



|                       |  |
|-----------------------|--|
| <b>Place and date</b> |  |
| <b>Signature</b>      |  |
| <b>Printed name</b>   |  |

By signing, the applicant confirms that the information submitted is accurate and that the applicant understands the certification process, use of the seal, registry listing and verification logic described in this document.