



# **LEVITT FOUNDATION MUSIC SERIES TOOLKIT**

Glossary of Terms:  
Artist Booking & Live Music Events

Whether you're a new or seasoned concert producer, it is imperative to understand key artist booking and live music production terminology. Below are over 70 common terms you may encounter while booking your music series.

The terms are arranged in sequential order—from event location, initiating contact with artists, artist contracts, event expenses, and promotion, to show production.

## THE EVENT

### Event Location

**Venue:** The site where an event or concert is held.

**Cap or Capacity:** The maximum number of individuals a venue can legally hold according to the existing facility setup.

### Ticketed Event Structure

**Hard Ticket Event:** An event to which tickets are sold to the general public and where final payment to the Headline Artist is directly related to how many tickets are sold. Typically, the main source of entertainment is the Artists' performance(s).

**Soft Ticket Event:** A soft ticket event is a type of event where the tickets that are being sold cannot be tied back to one artist. This means that the artist is paid a flat, guaranteed fee regardless of ticket sales for the event. Examples of soft ticket events are typically festivals, corporate or special events, and college campus events.

**Paper:** "Papering" an event is a term used in the entertainment industry to refer to the practice of distributing free or discounted tickets to an event to increase attendance. This is usually done when ticket sales are low, and the organizers want to ensure that the event is well-attended.

## THE PLAYERS

### Performers

**Headliner:** "Largest" Artist performing at an event. Usually the highest paid and the last to perform.

**Opener:** An act or performance that occurs at a concert before the headliner.

**Support:** Also known as the opening act(s); Artist(s) that perform prior to the Headline Artist.

**Professional Artist:** The Levitt Foundation defines a professional, high-quality artist as an established musician or band who creates original music that is sold to the public through digital downloads or CDs. The musician or band should perform regularly, have their own website, and their own representation, meaning a manager, or an agent.

### Artist Support

**Agent:** Also known as Booking Agent; represents the Artist for live performances, negotiates performance fees, presents offers to the Artist's management representative, and passes or confirms offers.

**Production Manager:** Organizer of everything relating to an Artist's production and equipment needs/requests while "on the road," including, but not limited to stage, sound, lights, backline, backdrop.

**Tour Manager:** Organizer of everything relating to an Artist while "on the road," including, but not limited to travel planning & scheduling, show advance, settlement, catering needs, event transportation needs, daily band schedule, and production needs/advance (if no Production Manager).

### Event Support

**Buyer:** Also known as Talent or Entertainment Buyer; negotiates offers and artist contracts on behalf of an event. A buyer is to an event what an agent is to an artist.

**Promoter:** A person or company that finances and/or organizes an event. Often, the Promoter and the Buyer and the Purchaser are one and the same.

**Purchaser:** Contract verbiage for the Event and/or Event Representative who signs the Artist contract.

**Producer:** The verbiage "Producer" varies depending on usage. A Talent/Entertainment Buyer can be considered a Producer. However, in an "agency-issued" contract, Producer refers to the Artist's company and/or business name.

**Stage Manager:** Overall supervisor of an event's stage and backstage area. Stage managers help ensure that everything stays on schedule the day of an event.

## THE PROCESS

### Performance Date(s)

**Checking Avails:** The process of researching an Artist's availability to play an event at a certain location on a specific date.

**Placing Holds:** The process of reserving tentative dates on a venue's event calendar and reserving tentative dates on an Artist's calendar.

**Challenge:** When you or an agent "challenges" a hold for a date you or they are ready to confirm with another artist. Typically, a challenge has a 24-hour deadline. It is important to state how long your challenge is until you release a date to another act.

**Fly Date:** An event to which an Artist flies to and from.

**One-Off:** An isolated date that doesn't route with any other date

**Routed Dates:** Dates scheduled in a row, in locations that are legally drivable overnight.

**MAD Offer:** a Mutually agreed date offer that an agent may request before he/she/they start to arrange a tour.

### Initial Offer & Key Contract Terms

**Offer:** A form submitted by an event's representative to an Artist's agent outlining the details of the proposed deal including performance fee, date, location, deposit information, ticket prices, etc.

**Pass:** When an Artist declines an offer.

**Confirmed/Confirmation:** An Artist's acceptance of an offer to perform/appear at a specific event for agreed-upon terms.

**Contract:** Legal document issued by an Artist's agency outlining the details of the performance agreement.

**Deal Points:** Specific points of a deal that are material to the negotiation. V.I.P. meet and greets, sponsor mentions in all advertising, security issues, and transportation issues may all be considered deal points.

**Radius Clause:** Stated mileage from an event location that an Artist may not perform publicly within a specified number of days before and following

said event. For example: "Artist agrees to not publicly perform within 100 miles of event location 90 days before and 30 days following said Event."

**Force Majeure:** An unexpected and disruptive event that may excuse a party from a contract. This protective clause of a performance agreement helps assure an Artist will be paid in the event of inclement weather, a catastrophic event, or an "act of God."

**Rider:** Additional document that adds, alters, or amends the provisions of an associated or attached agreement or contract. Can be described as an "Artist Rider" or "Venue Rider".

**Artist Rider:** Legally binding document attached to an Artist's contract providing further information regarding an Artist's requirements concerning their performance.

**Venue Rider:** Document providing additional details about a venue and/or event's requirements/requests. Can also be referred to as an Addendum.

**Show Advance/Production Advance:** The process of communication/negotiation between Tour/Production Manager(s) and event representatives regarding event details including, but not limited to production, catering, local ground transportation, and day of show schedule. Also referred to as "advancing the show."

## THE MONEY

### Artist Fees

**All-Inclusive Deal:** An offer or performance agreement that includes any and all artist-related expenses that would otherwise be on top of a guarantee, such as Backline, Hotel, and Travel. Typically, some level of hospitality is still provided and should be clearly detailed if there is no intention of providing requested items in the Artist's hospitality rider.

**Flat Guarantee Deal:** A performance agreement in which an Artist's fee is a predetermined dollar amount without the possibility of any additional monies.

**Guarantee:** Dollar amount an Artist is guaranteed to receive as their performance fee.

**Overages/Bonuses:** Monies an Artist receives, in addition to their guarantee, as agreed upon in the Artist's contract.

**Guarantee Plus Percentage Deal:** A performance agreement in which an Artist's fee is the guarantee plus a percentage of the net income. In this scenario, the Artist's guarantee is included as a line item expense for the purpose of calculating the amount of the bonus, or the bonus percentage is based on a performance benchmark such as a certain number of tickets sold.

**NIL (NAME/IMAGE/LIKENESS):** In the music industry, the term "Name, Image, and Likeness" (NIL) refers to an individual's right of publicity. This right allows individuals to capitalize on anything that identifies them, including the ability to engage in third-party sponsorships and endorsements.

**Versus Deal:** A performance agreement in which an Artist's fee is either the guarantee or a percentage of the net income, whichever is greater. Typically, the Artist's percentage is 85% of the net.

**VIP "Lift":** The Lift on a concert ticket is the added charge on top of the face value of a paid concert ticket. Typically, an artist who arranges a paid VIP opportunity will negotiate keeping 100% of the "lift" for the special VIP experience on the venue's property on the show day.

**Walkout:** Total amount of money an artist receives as payment for a performance, including the guarantee and/or percentage and any overages or bonuses. Also coined as "Walk Potential."

### Buyer Event Expenses

**Expenses:** A promoter's costs associated with promoting and presenting an event including, but not limited to venue rent, advertising, catering, insurance, security, stagehands, ticket takers & ushers, and ticketing & credit card fees. As known as "show costs," these predetermined line-item expenses are accounted for in detail in the event settlement. Applies mainly to hard ticket events.

**Variables:** Show expenses that are not fixed. Normally, a percentage based on the number of tickets sold or the net potential. For example, ASCAP/BMI/SESAC performance royalty expenses may be a percentage of GBOR (gross box office receipts).

**Capped:** The most a variable expense can reach for the purpose of settling a show. For example: variable rent expense of 10% may be "capped" at a certain figure and that "cap" is the maximum rent allowable for settlement.

**Settlement:** A show settlement is the process of reconciling and finalizing all the financial transactions related to a concert. This includes reviewing revenue, expenses, and payments to all parties involved. Concert settlements typically occur at the end of the performance. For a free-admission performance, a settlement is typically just the act of paying the artist their agreed upon compensation.

## THE PROMOTION

**Ad Break:** Date when event advertising begins. May or may not be the same date that the event is announced.

**Announcement:** Day (and often time) when an event or venue first announces an Artist's upcoming appearance.

**Billing:** How Artist's names and likenesses are presented in relation to each other, and in relation to other information, in event advertising (print, television, radio, et al).

**Sole/Headline Billing:** Situations where no other name or likeness appears before, or larger than, the headlining Artist. Used most often with hard ticket events.

**Co-Bill or Equal Billing or 50/50 Billing:** When Artists are presented equally in advertising.

**Festival Billing:** Used in situations where there are multiple headlining Artists, and/or when the concert performance is just a portion of the entertainment offered at an event. Headline Artists will still receive prominent placement; however exact placement/size will be determined by the Event.

**Presents/Welcomes:** Designation given to an event's primary media outlet or leading sponsor, granting certain exclusive benefits and privileges.

## THE SHOW

### Artist Accommodations

**Catering and Hospitality:** Food and beverages provided at the event by the promoter primarily for working personnel. Catering requests are outlined in detail in most artist riders and are discussed during the advance. Catering refers to breakfast, lunch, and dinner (as applicable based on arrival & load

in time), whereas hospitality refers to dressing room items like special snacks, teas, drinks, etc.

**Catering Buy-Out:** A negotiated dollar amount paid to an Artist by the promoter in lieu of providing food and beverages at the event.

**Green Room:** Similar to a dressing room, a green room is a holding area for an Artist or band before and after they go onstage.

**Bus Stock:** In the music industry, bus stock refers to items supplied by the promoter, requested by an artist, specifically for an artist's bus(es). These items typically include ice, food/beverages, paper products, towels, etc.

**After Show Food:** Artist-requested food and beverages provided by the promoter for an Artist and their staff after their performance.

**Local Ground:** A passenger vehicle with a driver provided by the promoter to locally transport an Artist and their staff between the venue, hotel, and airport.

**Runner:** Individual supplied by the promoter on the day of the event to provide Artist(s) with local ground transportation and to run errands for the Artist(s). Typically, the runner must be over 21, sober, and familiar with the area surrounding the venue.

## Stage Production

**Production:** Sound, lights, and stage equipment.

**Production Specs:** The complete list of technical specifications needed for a production, including mic plot, stage plot, etc.

**Backline:** Band equipment such as amps, drums, keyboards, etc. Normally carried by an Artist on tour but often provided locally by the promoter for a One-Off or Fly Date.

**Front of House (FOH):** The area where sound and lighting boards are located, normally within 100 feet of center stage.

**Stage Left / Stage Right:** Left and right on the stage are determined from the viewpoint of the performer as he/she/they face the audience. Similarly, "house left" and "house right" are from the viewpoint of the audience facing the performer.

**Downstage:** The area of the stage closest to the audience.



**Upstage:** The area of the stage furthest from the audience.

**Monitor World:** Area where the monitor board is located, normally stage-right or stage-left.

**Stage Plot:** Diagram outlining an Artist's preferred stage set-up for their show, typically included in the Artist Rider.

**Input List:** Detailed list of where each input (mics, amps, Dis, etc.) should be patched to show up correctly on the soundboards.

**Sound Check:** Process of checking sound equipment to determine that all microphones and other inputs are set up correctly and that sound levels are appropriate.

**Line Check:** Process used to determine that all microphones and other inputs are set up correctly, but without checking sound levels. This is most typical during festivals when there are less than 30 minutes to changeover.

**Changeover:** Refers to the time between two performances when the stage is being prepared for the next artist. This is when the previous artist's equipment is removed, and the next artist's equipment is set up.

### Artist + Audience Engagement

**Meet and Greet:** An autograph and/or photo session held with an Artist and fans, contest winners, and others. Typically organized through fan clubs, radio stations, and the promoter/event.

**Merch/Merchandise:** Artist and/or event goods sold at an event including, but not limited to t-shirts, caps, key chains, posters, tour books, CDs. Artist Merchandise is classified as either "hard" or "soft". Hard merchandise includes recorded media like CDs & Vinyl. Soft merchandise is clothing items, e.g., shirts, hats, tote bags, etc.

**Merch Split:** The agreed-upon percentages of merchandise sales revenue from an event retained by the venue/event and given to an Artist. Varies by event but typically is 80% to Artist and 20% to Event. On CDs and DVDs, the Artist typically receives 90% of the sales of these items at the event.