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# THE ART OF MAKING AN OFFER

December 3, 2024

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# WHERE TO BEGIN?

## ALIGNMENT & SHARED VISION

Staff/board/committee/partners

- Diversity – Genre, Background, Demographics
- Holistic Reflection of Community
- Mutually-Beneficial Community Relationships & Partnerships

## BUDGET

Resources & capacity – know your technical limitations and abilities

Number of concerts; \$ for Openers

## DATES

Know your dates and blackout dates

- Keep track of notable city/community events, holidays and cultural recognition days/months
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# RESEARCH METHODS

- Online Research: Tour dates (market size, room size, ticket pricing), Social Media Presence and Following, Spotify Listeners, Recent Publications, YouTube (search for unedited live productions to get a better feel for the live show)
  - Industry Tools: ROSTR, Pollstar, Celebrity Access, Chartmetric, Music Ally
  - Peer: Levitt Network ListServ, Regional Consortiums, attend music industry conferences and festivals whenever possible
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# OTHER CONSIDERATIONS

- When inquiring about an artist, do not share your budget right away
  - Tech Rider – Review technical needs for possible expenses; clearly define in your offer what the venue will provide
    - Price out backline needs in advance if you agree to provide
  - Advertising/Promotional Materials
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# OFFER SHEET TERMINOLOGY

- Event Details – Venue, Location, All Ages, Capacity, Website/Phone, Key Contacts
  - Deal/Compensation - All Inclusive, Flat Guarantee, etc.
  - Basic Deal Terms – Items needed or offered in order for agreement to occur (set time/length, production, accommodations, merchandise)
  - Buyout – Cash in exchange for providing something
  - Payment Terms – deposit and balance due dates & payment method.
  - Special Provisions or Conditions - refers to specific, customized terms or conditions that are unique to that particular agreement.
  - Radius - restricts an artist from performing in a specific geographic area for a certain period of time before or after a concert. The purpose of the radius clause is typically to prevent competition between events that could dilute attendance or ticket sales for a particular concert.
  - Expiration – deadline for the artist to confirm a date.
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