

2025 Concert Series Reflection

- Are you happy with the diversity of genres and artists on your lineup this year? Did the diversity on your stage translate to your lawn?
- How did you plan your lineup and will you approach 2026 with the same methodology?
- Was there a particular night that surprised you – whether the audience response was much less than you hoped, or much more than you expected?
- Learning from 2025 and looking ahead to 2026, is there something new you want to bring your community?
- Was there a reoccurring issue with artists this year that can be prevented for 2026? i.e. sets cut short, last minute production needs or expectations, hospitality issue, parking issue

Artist Discovery

- Agency E-Blasts
- Genre-Specific Festivals
- Call for Artist Submissions on Socials
- Attend Artist Showcases or Festivals
- Touring Support Acts
- Online Articles (Pitchfork, Under The Radar, Billboard, NMR)
- Spotify, Apple Music, Soundcloud, Bandcamp

Artist Discovery & Staying in Budget

- Levitt ListServ and Levitt Network Rosters
- Maintaining connection with relevant agencies / management contacts
- Community Partners / Collaborators
- GigSalad.com
- TheBash.com
- Industry Tools: ROSTR, Pollstar, Chartmetric

The First Wave of Offers

- MAD (Mutually Agreed Date) Offer
- Understanding Holds vs. Avails/Openings
- Including Deadlines (and following them)

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.
- Marketing Expectations