

# Getting' It to The Stage or *How to Book Artists*



**BASICS FOR NEW PRESENTERS**



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# Reminders



*You can hear us, we cannot hear you!*

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

*Have a question or comment? Use the chat box, any time.*

Downloads

PPT Slide presentation

# Agenda



- Brief Review of Previous Webinar “Who Should I Book”
- Where do I find shows?
- Contact Events: A Survival Guide for New Presenters
- Talking to Agents, Managers and Artists
- Offers and Block Booking
- Relationship Building

# Review

or

*Stuff Tim Talked About*

- Why am I doing this?
- What do I want to program?
- Who will choose & how?
- Where do I find artists and work?
- What are agents, managers and block booking

# Where do I find shows?



## **Conferences/Contact Events & Festivals**

- *Artists often curated by other presenters, artists, experts*
- *Chance to see many artists in short time*
- *Chance to meet and talk with artists, managers & agents as well as fellow presenters & networks*



## **Agent, Manager Direct Contacts**

- *Often known artists or specific needs*
- *Tours being put together*
- *Mostly music, some dance companies*
- *Small number of major Canadian agencies*



## **Other**

- *Artists we have been presented before*
- *Ideas from other presenters, networks, community*
- *Media, Internet*
- *Artists who submit materials*

CONTACT  
EVENTS:

A Survival  
Guide



**Booking Conferences, Showcases,  
Festivals, even APAP – You can Do  
It**

## Be Prepared

After all, we are  
SCOUTS!



## Bring with You

- Lots of business cards
- Your venue schedule
- Your season/series schedule
  - Technical info
  - Your “shopping list”
- Notebook or E-quivalent
- Budget info (details to follow)
  - Comfy shoes
  - Ibuprofen or...

# IMAGINARY ARTIST

# A Sample Budget

## Ticket prices

# available  
price

500							
38.00							



# of tickets sold

500 450 400 350 300 250 200

## Calculate Gross Potential

Gross sales	19,000	17,100	15,200	13,300	11,400	9,500	7,600
less HST	(2,186)	(1,967)	(1,749)	(1,530)	(1,312)	(1,093)	(874)
<b>NET SALES</b>	<b>16,814</b>	<b>15,133</b>	<b>13,451</b>	<b>11,770</b>	<b>10,088</b>	<b>8,407</b>	<b>6,726</b>

## Calculate expenses

Artist fee	5000	5000	5000	5000	5000	5000	5000
Advertising	2000	2000	2000	2000	2000	2000	2000
Support Act	250	500	500	500	500	500	500
Block Booking Fee	500	500	500	500	500	500	500
Facility	1000	1000	1000	1000	1000	1000	1000
Cleaning	180	180	180	180	180	180	180
Technical Crew	500	500	500	500	500	500	500
Front of House	210	210	210	210	210	210	210
Ticket printing	100	90	80	70	60	50	40
Equipment rental	100	100	100	100	100	100	100
SOCAN	36.6	36.6	36.6	36.6	36.6	36.6	36.6
Catering	150	150	150	150	150	150	150
Hospitality	50	50	50	50	50	50	50
Vehicle/runner	50	50	50	50	50	50	50
Accommodation	330	330	330	330	330	330	330 3 rooms
Security/Stage Door	125	125	125	125	125	125	125
Miscellaneous	100	100	100	100	100	100	100

<b>TOTAL EXPENSES</b>	<b>10,682</b>	<b>10,922</b>	<b>10,912</b>	<b>10,902</b>	<b>10,892</b>	<b>10,882</b>	<b>10,872</b>
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<b>PROFIT/(LOSS)</b>	<b>6,132</b>	<b>4,211</b>	<b>2,539</b>	<b>868</b>	<b>(804)</b>	<b>(2,475)</b>	<b>(4,146)</b>
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## Possible Other Revenue

Sponsorship  
Grants  
In-Kind Donations





At  
The  
Contact  
Event



**See ALL the showcases, talk to your colleagues, think about who you might want to book, head for the Contact Room.**

# Do's and Don'ts in the Contact Room



## DO

- Feel free to talk to everyone
- Be kind to the artists
- Make appointments (esp. at large events)
- Be clear about your needs & limits
- Say No when you mean No
- Make a plan
- Follow your shopping list, mostly
- Have fun

## DON'T

- Waste people's time
- Take materials if you aren't going to use them
- Get overwhelmed
- Don't forget to take breaks
- Don't get dehydrated
- Take anything personally

# Having the Conversation



**IN THE “CONTACT ROOM” OR  
“MARKETPLACE”  
IN PERSON, BY PHONE OR EMAIL  
YOU AND THE ARTIST, AGENT OR MANAGER**



**Remember: Everybody wants to make it work!**

# Both Sides of the Dialogue



## You want to know

- Can your artist fit into my season?  
Are they available at the right time, what work are they touring?
- Can I meet the technical needs?  
Are there options?
- How much will it cost? Asking fee?  
One-off? As block?
- What else does your artist offer?  
Outreach? Workshops?
- What can you tell me to help sell this artist in my market?

## The agent wants to know

- Can my artist fit into your season?
- Can you meet the technical needs?
- Can you afford this artist? Will it be a one-off? Can you or your network put together a block?
- What else can my artist offer?
- What works in your market?
- How can I support you to make this engagement happen successfully?

# Possible Outcomes



- Not this time or not this artist
- Not sure, discussion to continue
- Presenter or agent to try to put together a block of dates
- Move discussion to network for block booking
- Send me an offer
- It's a deal, I'll send you a contract

# What's an offer?



THIS IS YOUR FIRST AGREEMENT WITH THE  
ARTIST.

SOMETIMES IT IS THE ONLY CONTRACT.  
NOW WE ARE INTO SERIOUS NEGOTIATION.

## SAMPLE OFFER

Further to our discussions regarding performances by **(Artist)**, below please find a formal offer on behalf of **Imperial Theatre** (Theatre) under the following conditions:



Artist to provide one performance (minimum 2 – 45 minute sets) on **DATE** at **pm Atlantic** in Saint John, NB at Imperial Theatre

Artist to receive a total guaranteed fee of \$ in Canadian funds (plus HST, if applicable)

Theatres will provide ## economy round trip fares from XXX , as well as ground transportation to and from the \_\_\_\_\_ airport; Artist to be responsible for all other costs associated with travel

Theatre will be responsible for all costs associated with promoting the performances (except as outlined in clause #10)

Theatre will provide local accommodation at an hotel of Theatre's choice for the night of **DATE** (## rooms – room and tax only); Artist to be responsible for all other costs associated with accommodation

Theatre to supply required crew and make production equipment from existing inventory available to Artist

Artist to supply any additional production equipment/musical instruments required

Artist agrees to be available, at mutually agreed upon times, to meet with local media, in advance of performances, either in-person, by telephone, or by video conference call

Theatre retains the right to secure local sponsors for this performance. Such sponsorship remains Theatre's exclusive domain and local sponsorship benefits arranged by Theatre supersede any obligations made by Artist—any benefits which are to be extended to existing tour sponsors secured by Artist will be the responsibility of and at the expense of the Artist. Artist agrees that Theatre may make an announcement prior to the performance to thank sponsors; Artist agrees not to thank their own tour or other sponsors without the express permission of Theatre.

Artist to supply publicity and promotional materials, ALL THAT ARE AVAILABLE: including press kits, CDs, DVDs, posters, flyers, ad mats, broadcast quality video (for news and advertising), and photographs (colour slides and black & whites, hi-res digital) no later than **DATE**. Artist agrees that Theatre may utilize any promotional materials supplied by the Artist for publicity and promotion of the performance upon signing of this offer. Unless otherwise agreed between Artist and Theatre, Theatre will only use images, audio and video clips supplied by Artist for purposes of promoting the performance.

This performance may be part of series programming

Artist agrees to secure all documentation required to perform in Canada, and will be responsible for securing non-resident withholding tax waiver, if applicable (if no withholding tax waiver is received, Theatres are required to withhold 15% of the fee paid to Artist – information slips suitable for a foreign tax credit would be provided); Theatres will assist Artist as much as possible in the application process for a tax waiver. This clause intentionally deleted.

Artist agrees not to perform live (events open to the public, including school performances) within 100km of Saint John, NB between the date of **DATE and DATE** without written permission of the undersigned on behalf of the Theatre

Artist and Theatre agree that there will be no cancellation clause accepted as part of this agreement other than a “force majeure” clause

Artist agrees to give first right of refusal for any workshops, masterclasses, or other outreach activities in the Saint John area to Theatre and/or a local Sponsor of this performance or series





*And now some animals*



**Are you getting all this?**

Artist agrees to be available to attend a post-performance reception (if requested by Theatre)

Artist agrees that for merchandise sales, Theatre will receive a commission of 15% if Artist sells, and a commission of 20% if Theatre sells. If Artist is affiliated with or supporting another charity, the charity may put a display in the lobby, subject to Theatre's approval in advance. If any items are sold, or given in exchange for a donation, Artist agrees that the regular merchandise commission will apply. Theatre will not provide complimentary tickets to any charity volunteers.

Theatre will produce a house programme for the performance. Content of the programme will be determined by Theatre; Theatre agrees to include up to 4 pages of content provided by Artist. The content appearing on the covers of the programme will be determined by Theatre.

If Theatres are paying for the cost of travel or shipping to New Brunswick and Artist adds additional performances at another venue as a result of such travel or shipping, all additional presenters or promoters (including Artist if self-presenting) must pay Theatres a pro-rated share (based on number of performances) of such travel or shipping.

Theatre will provide 10 (five pairs) complimentary tickets to Artist. Based on capacity of 860

You can indicate your acceptance of the above mentioned terms by signing below and returning the offer by fax to me at (506) #### or by email to ### @ XXXX.ca no later than:

**THIS OFFER IS VALID UNTIL**

**DATE**

**(4:00 PM Atlantic)**

# A Bit About Block Booking



- A number of presenters send an offer together to an agent/artist
- Dates chosen for efficient touring
- Makes deal more attractive, can lower artist fees
- Best if “all or nothing” deal
- Important for all presenters to be fully committed and make offers realistic to asking fee
- May be done by network (APA, Ontario Presents)
- May be done by ad-hoc groups of presenters
- Block may also share costs of transportation, equipment rental



We are all in this together: presenters, networks, artists, agents and managers. We need each other to make this crazy business work.



**It's all about  
relationships....**

FEEDBACK  
SURVEY



Tell me  
more!

**Fill out the survey**

Join us next week!



**Join us next Wednesday...**

**Title - Programming with Vision**

**Facilitator – Tim Yerxa (Fredericton Playhouse)**

**Level – Intermediate**

**[Register now](#)**