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# Bookings



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Business of Music  
Mrs. Deady

# First source of work

- Friends and Family
  - Private parties
  - School dances
  - Local functions



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# Commercial venues, nightclubs

- ❑ Targeting that gig:
    - ❑ Demo CD with 3 or 4 representative songs
    - ❑ Program different CDs, depending on the prospective employers' music preferences
    - ❑ Create your Press Kit for promotion
    - ❑ Identify your Target Market
    - ❑ Telephone or visit each venue to get the name of the person who does the booking; and/or check their website for that information
    - ❑ Mail Press Kit and post it on your website
    - ❑ FOLLOW UP
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# Contact Information

- Start and maintain a running list of venue contacts. Include:
    - ❑ club name
    - ❑ contact person
    - ❑ address
    - ❑ phone number
    - ❑ last date of contact
    - ❑ Any comments.
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# Pricing and payment

- Subway station . . . pocket change
- Small restaurant, Sunday brunch . . . Low \$hundreds for duo playing several sets
- Folk music or jazz club, evening performance . . . Low \$hundreds for small group, 1-3 sets



# Pricing and payment, cont'd

- Rock club . . . low  
\$hundreds for small group,  
1-3 sets
- Wedding . . . several  
\$thousands for quartet or  
quintet, 2 or 3 sets
- Corporate event . . . low  
\$thousands for a quartet or  
quintet, 2 or 3 sets



# Possible payment

- ❑ Flat Fee for parties, weddings and restaurants
  - ❑ Nightclub Payment Options
    - ❑ Flat Fee
    - ❑ % of Door; 15 – 50% of cover charge collected at the door
    - ❑ Flat fee OR % of door, whichever is greater
    - ❑ Flat fee PLUS % of door
    - ❑ 100% of door after deducting “house fee” (this requires prior agreement on whether the house gets paid its guarantee if door receipts don’t cover it)
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# Contract Specifications

- ❑ Location and date of engagement
- ❑ Schedule and hours of performance
- ❑ Amount of compensation
- ❑ Method and timing of compensation
- ❑ Names, addresses and **SIGNATURES** of both Purchaser and Performer



# Promotion

- ❑ Post flyers in windows of record shops and on college campuses
- ❑ Collateral to hand out at performances
- ❑ Upcoming Gig section on your website
- ❑ Local media – Invite media reps to concert by phone and offer press passes to event.
- ❑ Onstage Marketing includes comments made between songs, attitude toward audience – this is your message!
- ❑ Be sure to send Thank You notes to media writers for coverage

