

Producer Considerations:

1. Choosing the Artist or Show:

- A. Find a show you think will either make money, benefit the community without losing money, or will make money & benefit the community
- B. Contact Artist Booking or Management for Retail Price & Technical Rider
- C. Create a worksheet for each potential venue and each potential artist in each potential venue.

Each worksheet for each venue & artist should contain:

- i. Artist Price
 - ii. Venue Rental Cost (plus additional costs from rider)
 - a. Venue Rental (including all staffing)
 - b. Backline Rental
 - c. Additional Sound Equipment Rental
 - d. Sound Engineer Fees
 - iii. Ticket Design & Printing Costs
 - iv. Publicity (posters, handbills, advertising, mailings)
 - v. Hospitality Costs (catering, pre-show meal, water, etc)
 - vi. Additional Technical Rider Items
- D. Do the math, will it work?
- i. Capacity & Potential Income (ticket price = all costs divided by break even number)
 - ii. Will this many people pay this much to see this show?
 - iii. Can YOU make it happen?
 - iv. Would you stake YOUR \$\$ on it?