

# Beyond your local bands

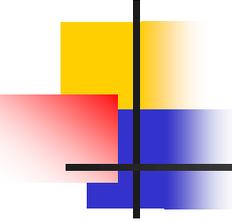
Taking the next step in  
booking entertainment

Paul Jamieson, SunFest



International Festivals & Events Association

## IFE A Webinar Series

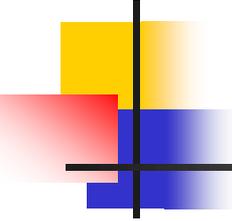


# *Why are you the speaker?*

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- SunFest – from local only to \$1.7 talent budget
- Acts from \$500 to \$250K
- Evolution from community celebration to nat'l recognized music festival



# Session Format

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- Review of key factors – 3 areas
- Understanding the process
- What's right for you/is bigger always better?
- Questions – and hopefully answers

*Have a clearer understanding of how it works  
(and some related terminology)*

*Operating on the premise that you are interested in upgrading*

# Music drives what % of your attendance?

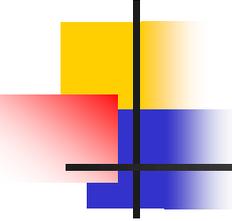
- A. Less than 25%
- B. 25 to 50%
- C. 51-75%
- D. Over 75%



# What is your talent budget?



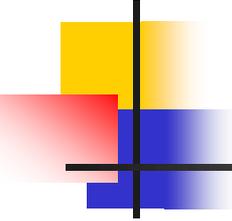
- A. Under \$50,000
- B. \$51 - \$100,000
- C. \$100 - \$250,000
- D. \$251 - \$500,000
- E. \$501,000 +



# Key Factors – External Issues

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- Artist revenue shift
  - Availability – AVAIL
    - Touring patterns
    - **Generally** schedule 4-5 months out
    - Crazy money
  - Routing
    - One off
  - Radius clauses
  - National trends
  - Your competitive environment
  - Hard vs. soft ticket dates
- Price is affected by all these things**

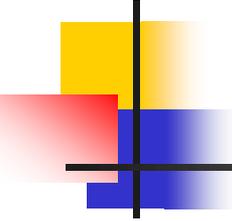


# Key Factors – Artistic Issues

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- Recent performances
- Ticket sales history
- “Buzz” worthy
- Demographics / target audience
- Relevance
- Per cap revenue
- Market hipness
- Packaging

**Attendance drivers  
vs. entertainment**



## Key Factors – Internal Issues

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- Budget / REALISTIC ROI
  - Production capabilities/costs
  - Crowd capacity
  - Overlapping stages/sound
  - Repeat acts
  - Key slots/attendance drivers
  - Individual day characteristics
  - Slotting
- Hopefully not...any individual or special interest groups**

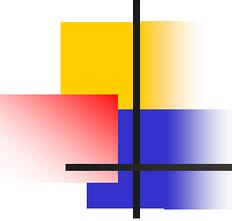
# Understand the process



Almost all of those factors are involved, all the time

This is NOT a linear process

It is the ultimate example of free enterprise, and generally a sellers market



# Understand the process

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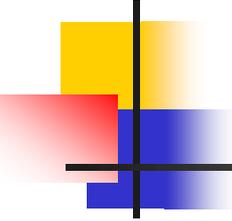
## How will you book?

- Do it yourself
- Block booking
- Talent buyer\*
  - % system
  - Partnership

## When do you start?

- When do you REALLY have to announce
- Know what you are doing/looking for at least 8 months out

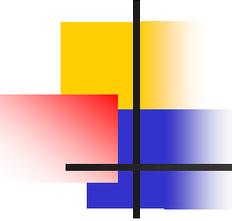
\*(Remember that the buyer is always serving multiple agendas)



# Understand the process

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- Get avails
    - Real avails/ “routed”
    - Prices
  - Make an offer
    - Deadlines
    - Unwritten rules
  - Wait (and keep looking)
  - Repeat
- Remember to...
    - Have your priorities set
    - Develop a feel for the market and situation
      - No rule book for what to do
      - Be creative for yourself

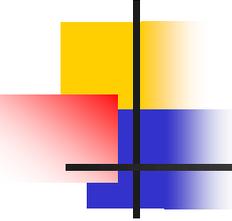


# Understand the process

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What happens after they say yes?

- Contracts, *how many agents do they have*, lineup announcement and leaks, travel and lodging, payment terms, production requirements, riders, buy outs, advancing the show, billing and pr requirements, cancellations, communication, waivers (radius clauses), meet and greets, entertainer experiences, sponsor signage, radio DJ introductions....

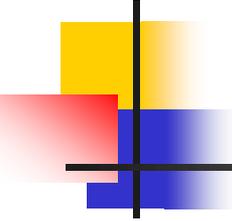


# What's right for you?

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Should we be “going bigger”

- Where is your organization/event going?
- What are you trying to accomplish?
- Have you thoroughly analyzed your competition?
- Do you want to be in an arms race?



# What's right for you?

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## Which way to book?

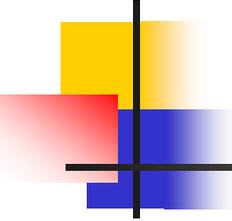
- Routing and relationships
- Do you have a way to (somewhat) do price comparisons?

There is no right way,  
only the way that is  
best for you

## Who do we go after?

- Be clear on your target market, budget and projected ROI

Only you will look out  
for your own best  
interests



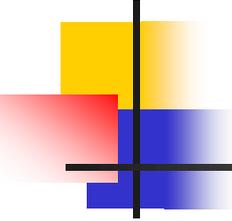
# Is bigger always better?

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## Generally not so much

- Front end loaded vs. full line-up
- Evaluate your ROI
- Bigger will generate more buzz though
  - Demographic flexibility





# Questions...

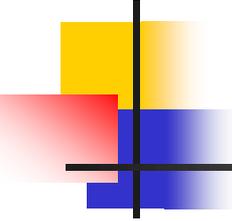
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How much are they worth?

*There is no set figure. Best guess based on your research and contacts. Ultimately they are worth what you are willing to pay.  
(sorry, no appraisal in this system)*

Can we get \_\_\_\_\_ ?

*Sure, it all depends on how much you want to pay. A (quality)routed avail is your friend, a one off is not.*



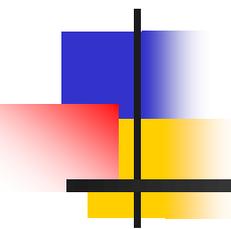
# Questions...

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"I know someone who knows someone"  
*Generally NEVER works. But never hurts to try.*

'Why won't they \_\_\_\_\_?'

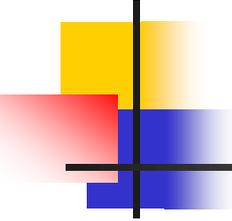
*Remember that usually to the artist your once a year event is just another day at work. Find a way to make it special for them (in a good way)*



# Your turn!

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Questions, please!  
(or any other comments?)



# Speaker Information

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