



PODCAST #8 – SHOW NOTES

HOW TO KNOW WHAT TO CHARGE FOR A SHOW

Hey Creatives!

You're listening to **Podcast #8 - "How To Know What To Charge For A Show"** on the **Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN. Throughout my career Songwriters, Musicians and Artists have asked to take me out to coffee to "pick my brain" or ask my opinion about their music career. So I decided to start this podcast in an effort to help songwriters, musicians and artists by covering the subjects & issues that are common in their career paths.

Today we are going to discuss "How To Know What To Charge For A Show". Which really means to me - How to figure the costs of a show so you don't go in the hole or go in the "red" on a show.

Have you ever booked a show and after you make the commitment you figure out you are going to lose money on the show? This is not a good thing to happen. Some shows are "investment" shows but for the most part, you certainly need your expenses paid and it would be great to actually make a little money beyond expenses.

Before Booking A Show:

You found the venue you want to play - what's next?

Do your research:

- What is the capacity? If you know the capacity you can have an idea of what the venue or you will make if you play for the door.
- Do they sell food?
- Liquor and Beer? Only Beer?
- Door Cover?
- Parking Situation?

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- Stage? Size? No Stage?
- Sound/Lights provided?
- What artists/bands have played this venue before?

All of these items will help you in securing the booking. Make sure BEFORE you pitch yourself, or the band you are booking for, that you have all of this stuff completed PLUS have the bands EPK or artist ONE SHEET pitch materials ready.

Create a spreadsheet for expenses on Google Drive Sheets or Excel Spreadsheet. I will provide our booking document for you to use as a sample or guide.

Work the show costs backwards:

- How much to pay the band? Performance Fee/Travel Fee/Per Diem?
- Any extra personnel costs?
- Commission for Booking Agent and/or management
- Is there travel involved? How much to figure for fuel? Google Map the show and back. \$0.30 per mile for a van or large vehicle. \$0.20 per mile for a car.
- Housing/Hotel Cost? Or will venue provide it?
- Does venue pay for a meal or have a bar tab?
- Pay Sound Engineer?
- Any gear rental?

Now you have all of your costs and venue information. You KNOW pretty much exactly what the event/show will cost you so you KNOW your bottom line to break even. But that isn't going to put money in your pocket. How much profit above the "Break Even" costs do you want or need to make?

Here some things to consider when pitching the band/act for the gig/performance:

- After you figure the bottom line "Break Even" costs, compare it to what you know about the venue. If the venue is a high profile festival with sponsorships or corporate events, it is more likely you can charge more for the show.
- If it is a bar or smaller venue, they most likely will not have the cash flow to pay as much. Look at capacity and door cover. Make a logical conclusion.

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- Will the show or event be an investment toward something bigger? Possibly media opportunities or possible sponsorships involved?
- Will your band accept a lower rate for this one gig if you have a higher paying gig down the road that you can pay extra on?
- Can you find a “One Off” sponsor for this event if it’s THAT important of a show?

Bottom line

The Bottom Line is, with your connections/contacts and experience combined with knowledge of “Bottom Line” Break Even cost information you should be able to book shows and NOT be in the “Red” or go in the hole for the show.

Going through this process seems sort of tedious to do with each show. And I guess it is at first, but it comes easier and second nature the more you do it. This is exactly what we do at Banner Music when we are getting ready to book shows. Good luck in your efforts! I know they will pay off for you!

But I hope I have opened your thoughts and provided real ways to help you figure out what to charge for a show.

Thank you for listening to Podcast #8 “How To Know What to Charge For A Show”!

Please don’t forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

We’ll talk again soon! Stay Creative!