

Your Guide to Giggling Around: Breaking Down Live Music Booking

Ready to get paid to play music live? Already gigging and looking to make more cash? We've broken down some of the most popular payment models and venue types - check out what's really going down:



Types of Music Venues



Contribution/Capacity

How many people do I need to bring?
How many people can the venue hold?

Con: 1-10
Cap: 0-100

Con: 20-100
Cap: 100-300

Con: 100-1,000
Cap: 300-1,000

Con: 1,000-8,000
Cap: 1,000-8,000

Con: 8,000+
Cap: 8,000+



Who Books?

Independent Promoter
In-house Talent buyer
Venue Manager

Independent Promoter
In-house Talent buyer
Venue Manager

Independent Promoter
In-house Talent buyer
Venue Manager

Talent Management Company

Talent Management Company



How will I be paid?

No Pay / Tip jar

No Pay / Tip jar
Door Deal
Ticket %
Bar %

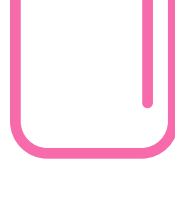
Door Deal
Ticket %
Guarantee

Guarantee

Guarantee



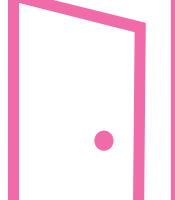
Band/Musician Payment Models



No Pay / Tip Jar: Venue doesn't pay you, but they pass a jar around.

Pros: There is a built-in crowd for your performance (in most cases), lower pressure for you to contribute people.

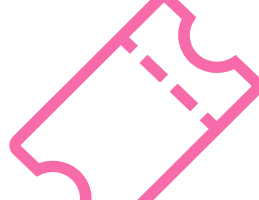
Cons: No or low payment; (no formal data on how many people you brought).



Door Deal: Venue asks fans who they are there to see, you are paid a percentage of ticket sales after a certain number of tickets have been sold.

Pros: You are paid based on your own results and you can build a reputation based on the number of people you bring. You also get data on how many people you brought.

Cons: Your band must deliver people to get paid (or be invited back), Low pay in most cases, unless you pack the house.



Ticket %: You get a cut of the total sales for the night (generally for multi-band bills).

Pros: You are part of a team working to pack the house, so there is lower pressure to singularly deliver people; you can still make money if you don't bring people.

Cons: Your great night can be pulled down by others not bringing people; no data on how many people you specifically brought.



Bar %: You get a cut of the bar sales for the night.

Pros: You have the opportunity to make substantial money; there is less pressure to bring lots of people (as long as they drink).

Cons: You could potentially make less off a larger (non-drinking) crowd; you need to be sure the bartender is busy.



Guarantee: Guaranteed set fee for performance.

Pros: You make guaranteed money, and do better on bad nights; you get attendance data from the venue; you generally get a green room (chill), have riders (green skittles only), and are treated like talent (autographs after the show, please).

Cons: Depending on negotiations, you could make less on a bad night; you have likely got more people to pay at this point (manager, etc.); if you are an opener, you have little leverage and get the short end of the stick.

As an entertainer, you're just one part of a larger team working to give your fans an awesome experience. The more you know and build relationships with that team, the better time your fans are likely to have.

(who else is on the team?)

