

Host a House Concert

Set up a Concert Space

❖ Inside or Outside

➤ If outside, have guests bring their own lawn chairs and have a backup plan in case of rain

❖ Space for the Band

➤ e.g. 3 piece band needed about 10' x 12' but check with the band

❖ Chairs/seating

➤ Allot 2' x 3' for each person if using card table chairs

- consider borrowing card table chairs and setting up ahead of time
- borrow seat cushions if you have hard chairs
- sofas tend to encourage chatting

Band Requirements

❖ Fee

➤ See notes below under ticket price

❖ Space as above

➤ Stools and/or chairs (e.g. a stool for harmonicas)

➤ Electrical outlets (number needed and location)

➤ Bottled water on stage - 3 or 4 for each band member - more if

it's hot

❖ Sound System

➤ The band can supply or rent

➤ Make sure your breakers can handle it.

❖ A Green Room

➤ A room/space where the band can put their personal items, prepare for the show and spend the intermission. Access to a bathroom close by, chairs, water/drinks.

❖ Set Up

➤ Arrange a time for them to set up, sound check etc. prior to guests arriving.

❖ Introduction

➤ Ask the band for an written introduction the host/hostess can use (or use a quote from the band's website)

Invitation

❖ Details of the event

- Date and Time (plan around city noise bylaws)
- Ask people to RSVP (email or phone number)
- Invite your neighbours or ask for their blessing
- Include exact address, consider attaching a map
- Parking, remind people of any restrictions
- Purpose of the house concert (fundraiser, promotion, just for fun)
- Indicate exactly what you are supplying - drinks, food or no food, snacks, desserts, appetizers
- List of what guests are expected to bring
- lawn chair/card table chair
- cash for CDs
- drinks (if you are providing coffee, tea, water be sure to state this on the invitation)
- food if a potluck

❖ Send the invitation 6-8 weeks before if you can, send a reminder (what to bring and what the auction items will be if applicable) 2-3 weeks ahead and a final reminder the week of the event.

Tickets

- ❖ Price typically varies between \$15- \$30
- Example
 - Cost of the band - negotiate the fee – perhaps as little as \$200 to a few thousand dollars!!! – Think smaller band, smaller house!
 - Tickets are \$15.00 (typical price if there is no food)
 - Sell 55 tickets and keep a dozen or so people on the waiting list to allow for last minute changes
- ❖ **Prepay** - State that you want people to prepay for their tickets (cash, cheque, email transfer)
 - Ensure you have your costs covered
 - You don't have any delays at the door
 - Discourages walk ins (early bird pricing gets people to commit)
- ❖ **Invite** double the number of people that you have spots.
 - Ask friends to invite their friends.
- ❖ **Sell** 10% more tickets than you need to pay for the band and your expenses
- ❖ Maintain a **waiting list** and tell people they are on it
- ❖ Have a **spreadsheet** and someone at the door to check off names to eliminate physical tickets or use tools like evenbrite

House Set Up Tips

- ❖ •Use disposable cups, glasses and plates, cutlery, serviettes
- ❖ •Set up big garbage cans in obvious places. You can use the garbage cans to close off the parts of the house you don't want guests to use.
- ❖ •Coolers (4 or 5) and ice for drinks people are bringing
- ❖ •Corkscrews, bottle openers, ice for drinks,
- ❖ •Coat racks? Shoes? 50 people is a lot.

- ❖ •Set up a place to buy CDs - it is really beneficial to sales if you can have a volunteer dedicated to looking after CDs, sales and money for the entire evening.

Fundraising Options

- ❖ If you want to have more fundraising than just ticket sales, ensure you have activities suitable for every pocketbook.
 - 50/50 draw - tell people to bring cash on the invitation and email reminders
- ❖ Auction
 - Change e.g. roll of loonies, toonies, 20/ 5 dollar bills, and 10/10 dollar bills A carpenter's apron is great place to keep the float and the money.
 - Ensure you have people attending who want to bid on the item(s) 2 or 3 known interested bidders makes it fun and easy.
 - A volunteer auctioneer is a good asset.
 - When you are almost ready to declare a winner you can offer the second bidder the chance to buy too. Especially for a house concert.
 - Tell people on the invitation that they should be prepared to pay for the auction item the night of your event.
 - If auctioning a house concert, make sure guests understand that it is a mutually agreeable date between the band and them. If they want to bid for a specific date, that should be arranged with the band prior to your event.
 - Have the fundraising auction at the intermission

Reach out to artists performing here tonight to see if they would like to perform for you!